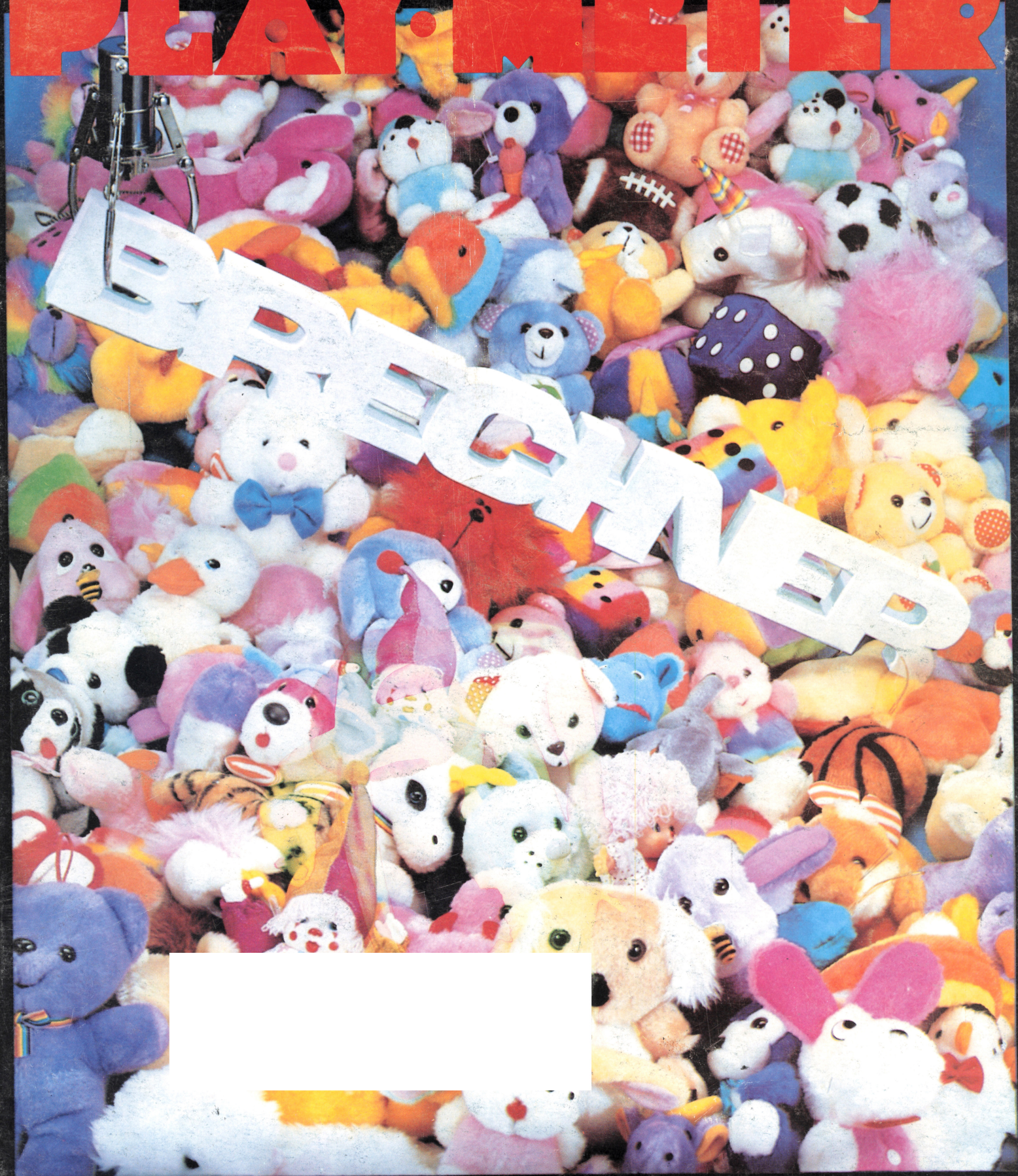
FOR THE COIN-OP ENTERTAINMENT INDUSTRY

July 1987

PLAY METER



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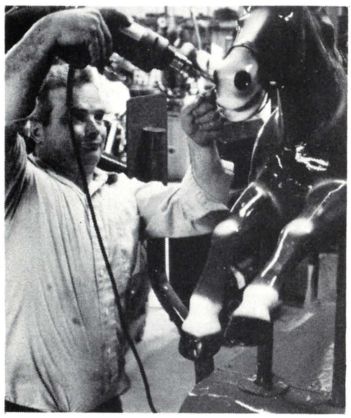
MONTHLY PUBLICATION OF THE COIN-OPERATED ENTERTAINMENT INDUSTRY

VOL. 13, NO. 7 | CONTENTS | JULY, 1987

FEATURES



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Here Today, Here Tomorrow. 14

Tom Dudley and kiddie rides, the names are synonymous. He believes that kiddie rides are here to stay and there will always be kids who will treasure the thrill of escaping reality in a space ship or on a faithful horse. Tom Dudley intends to provide this excitement for many years and many kids to come.

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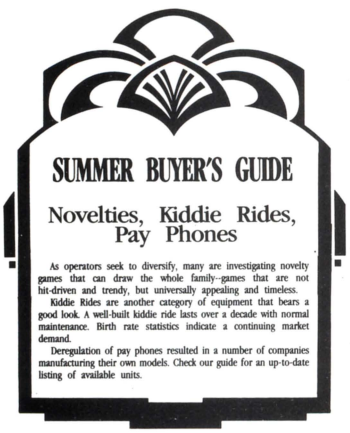
Hold the Phones! 52

Private pay phones may not be the fad it started out to be only a short time ago, but there are still operators interested in owning and operating private pay phones on their regular game routes. There have been many pay phone companies that have come and many that have gone so it's important to know what to look for and what to ask before making an expensive purchasing decision. This article was written from a technician's viewpoint and may help you when you decide that pay phones are for you and start trying to figure out what to buy.


SUMMER BUYER'S GUIDE
Novelties, Kiddie Rides, Pay Phones
As operators seek to diversify, many are investigating novelty games that can draw the whole family--games that are not hit-driven and trendy, but universally appealing and timeless.
Kiddie Rides are another category of equipment that bears a good look. A well-built kiddie ride lasts over a decade with normal maintenance. Birth rate statistics indicate a continuing market demand.
Deregulation of pay phones resulted in a number of companies manufacturing their own models. Check our guide for an up-to-date listing of available units.

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Summer Buyer's Guide and Index 69

We have collected photos of the current novelty games, pay phones, and kiddie rides for you to use as a shopping guide. Who knows, just looking at what is available may help you decide to add some new equipment to your route. If you are not operating kiddie rides, novelties, or pay phones, now may be the time to give one or all a try. Following the pictorial guide is an index of the companies represented.

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Dan Brechner & Company is featured on our cover this month. Read about the company in our cover story on page 12.

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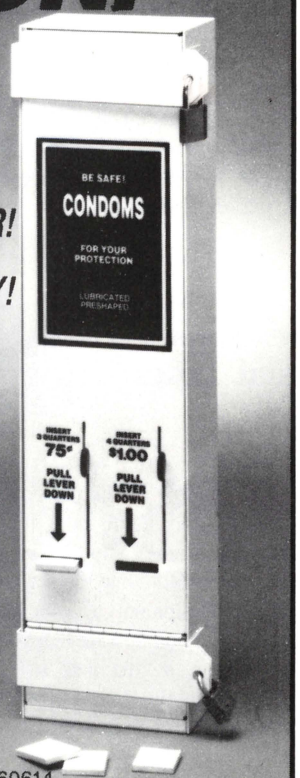

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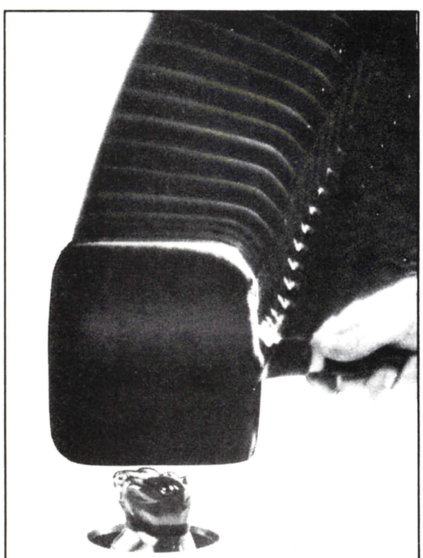

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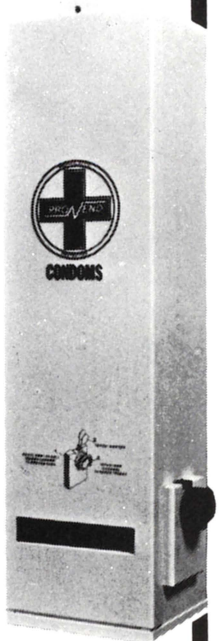

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LETTERS

TO BE OR NOT TO BE

May I suggest that your editorial staff and the typesetters take a special course on the plays of Shakespeare? Especially Hamlet! If they will read the soliloquy of the "Melancholy Dane" they would find out that the lines I quoted [May, 1987: An Inside Look at Bill O'Donnell] were "the undiscover'd country from whose bourn (not journ) no traveler returns."

Perhaps Play Meter's attempt to rewrite Shakespeare reminds us of one of the Hollywood versions of Romeo and Juliet which had additional dialogue by some Hollywood hack!

Louis Boasberg
New Orleans Novelty Company Metairie, LA

[Alas, not only were we reprimanded for the typographical error by Louis but by Shakespeare as well when he issued this warning only one scene later: "Speak the speech, I pray you, as I pronounced it to you..."]

KUDOS TO COGNEVICH

Congratulations on becoming editor of Play Meter. I feel that the quality of the magazine has greatly improved in the past few months and just wanted to drop you a line to let you know that your efforts have not gone unnoticed.

Best of luck and keep up the good work!

Larry DeMar
Chicago, IL

[People are usually quick to write a letter of complaint, but it takes a special person to take the time to write one of praise. My thanks and gratitude to you, Larry. It means a lot to know our readers appreciate the effort.]

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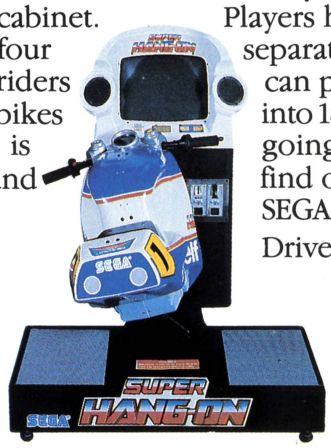

Players get ultimate realism with the "lay down" steering featured on SUPER HANG-ON's mini ride-on cabinet.

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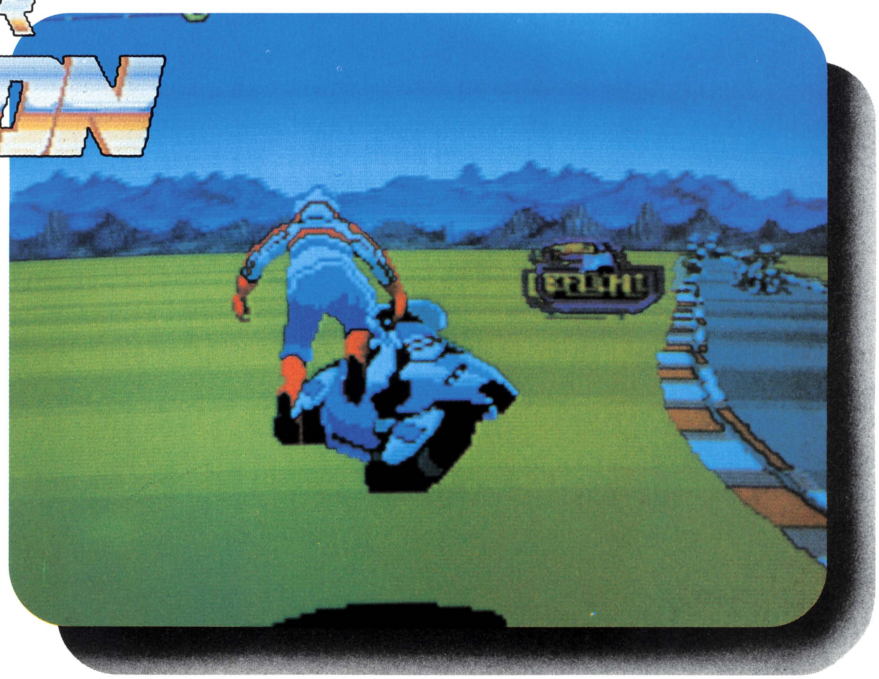

FROM THE EDITOR

Maybe It's Not Such a Bad Idea

If you read your magazines back to front instead of the other way around, you probably already read the guest commentary on the last page by Maury Ferchen defending AAMA's position on exhibiting at location shows. The shows in question are geared towards certain groups of locations such as bowling centers, truck stops, bars, or convenience stores which certainly represent a sizable number of spots suited for coin-op games.

Maury's comments were in response to a letter from the Illinois Coin Machine Operators Association voicing its concern over manufacturers showing equipment at these location shows because the operators feel it is done so manufacturers can secure location customers thus bypassing operators and even distributors. The ICMOA has been vocal in the past, one example being when AAMA decided to open its ASI show to the public on the last day. ICMOA sent a caustic letter strongly opposing that idea. Eventually AAMA decided against it.

I truly admire ICMOA for taking the time to express its opinions. ICMOA represents operators and its job is to keep on top of the issues affecting operators. In fact, it should be a number one priority of ALL state associations. But that's not really the point I would like to address here.

I have been to several of the location trade shows in which AAMA personnel, several manufacturers, and even an operator manned the booths, exhibited equipment, and talked with attendees about the coin-op industry. I have also seen other manufacturers who have bought their own booths to exhibit equipment which isn't at all a new idea. Manufacturers have been exhibiting at these shows for years. The only difference is that now it's being done through the manufacturer's association.

But one thing stood out, and that was that none of the manufacturers or AAMA's Bob Fay or David Weaver were making any effort to make deals with locations. Their purpose was clear--to promote coin-op games and the coin-op entertainment industry which they did very well.

In fact, Rowe had its own booth at the truck stop show where I chatted with Joel Friedman for quite some time on this very subject. He knew that operators felt the manufacturers were out of bounds by showing product to locations but he assured me that he was referring all inquiries to an operator in the area. There was a flip side to this issue, too. Joel told me how frustrating it can be to pass on contacts and see no action taken. Joel is one of the most honest, above board people I have known in this industry and is gung ho for his product. He, and people like him, are taking their time (and money) to travel to a show to promote their products which can help their operator customers.

There's a lot of equipment out there and it is admittedly difficult for distributors to promote all of it effectively. In an interview with Nintendo's Frank Ballouz, he stressed the need for his sales reps to travel with distributors on their rounds. "By traveling with our distributors' salesmen, we can explain our product better than anyone," Frank said. He does have a point. Manufacturers can't rely solely on distributors to promote product. No, the manufacturers must find other ways.

I'd like to make it clear, though, that I am not talking about or defending those manufacturers who sell direct behind their distributors' backs, nor am I talking about distributors who sell direct to locations behind operators' backs. Unfortunately, it's true there are some that do and even more unfortunately, there will always be some who are less than ethical but there is the same problem in any industry. What I am saying, though, is that AAMA's pulling out of trade shows sure isn't going to stop those people but it may help others.

For years there have been suggestions and the hope that someone would begin a campaign to promote the coin-op industry. Although exhibiting at location shows may not be exactly what was in mind, it seems like a start, a step in the right direction. AAMA's David Weaver said at one of the shows that he would love to see operators participate. Maury Ferchen echoed the thought by inviting AMOA to include operators in the booths during shows. Operators participating in the AAMA exhibits could be a surefire way of assessing the true value of the shows and convince operators that the intentions of the manufacturers are honorable.

Valerie Cognevich
Editor

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IT'S WHAT'S INSIDE THAT COUNTS

We seem to be hearing a lot on the subject of cranes, redemption games, plush, and jewelry. No doubt about it, operators are making money on merchandising equipment. But keeping customers happy takes a knack. It's much more than just plopping a machine in a location.

For years Dan Brechner & Company has been supplying the attractive prizes that keep those merchandisers drawing players. At Brechner, operators can find just what they need to keep the quarters coming in. The company offers a wide variety of plush items (2,500 listed in the catalog), watches, sunglasses, madballs, rings, bracelets, and dolls, to name but a few of the choices. Seasonal items round out the product line; one that is constantly being updated.

To anticipate market demands, the company employs seven toy designers that envision the needs of the future. The headquarters is in a new 30,000 square foot facility in Floral Park, New York. To better serve its customers, Brechner has six sales offices (one in Puerto Rico) and three distribution centers. Dan Brechner started the company that bears his name 70 years ago as an importing company. His son, Milton Brechner, is president today and grandsons Cliff and Leonard are vice presidents. Dan Brechner & Company owns a plush plant in Korea and has a joint venture with the Chinese government on one in that country. There are nearly 500 employees in the Orient and at least a dozen sales representatives in the U.S.

Over the years the name of Dan Brechner has come to mean quality in novelty prizes. Same day service is guaranteed and a short call to the company's toll free number (800/645-8142) affords the benefit of advice and recommendations on how to "dress" merchandisers. The company is committed to the success of crane and redemption game operators. The company slogan is "winners make players."

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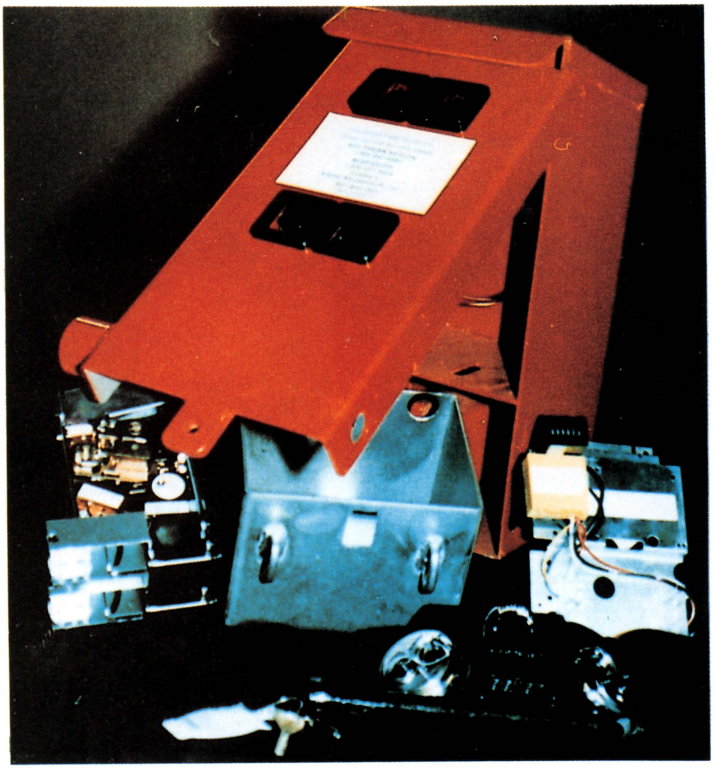
HERE TODAY, HERE TOMORROW

Kiddie rides have staying power and so does Tom Dudley of Kiddie Amusements

by Bonnie Theard



Kiddie Amusement's heavy security coinbox, designed by Tom Dudley.

Thirty-three years ago, at age 10, he helped his Dad with a route of penny gum machines. His love of the amusement business began then and grew steadily just like the kiddie ride business he started in 1967. By 1986 Tom Dudley had 728 kiddie ride locations (over 1,000 rides) in four major store chains, he refurbished rides, and manufactured replacement parts for his own equipment and that of others. Then the bottom fell out when Howard's and TG&Y, two of the four chains, both closed within a three-month period. Howard's represented 20 percent of his business; TG&Y 53 percent.

"You think you're on solid ground, think you are ready to sit back and pay everything off and enjoy life," said Dudley. "Then something like this hits you." He reassessed his operation, amid a stream of returning kiddie rides, and started over.

Dudley remarked, "People say this is a cut-throat world--don't do favors. But when I saw everything drop out I was helped by friends in the business. I believe if you take time to help people, they will help you. There's plenty of room for all of us out there.

"A friend in Florida helped me get Zayre's locations and my association with Wal-Mart from its early days led to an assignment of Wal-Mart stores in three southern states. I was buying parts from Keith Mullins of Strata International, and he helped me. Now, Keith is my national representative."

Dudley is as resilient and steady as the kiddie rides he manufactures and rebuilds. "My stubbornness would not allow me to quit," noted Dudley. He decided to make his operation self-contained, including manufacturing his own fiberglass and all-steel fabrications for coin boxes, bases, and security covers. He began earlier this year designing his own coin box and is presently finalizing the tooling. He numbers 17 employees in his business, Kiddie Amusements, including his wife, Cheryl. James Carter is his road and sales manager; Dean Taylor is shop manager. Each of the 11 employees in the paint, fabrication, fiberglass, and manufacturing departments is a specialist; several have been with Dudley five years or more.

Tom Dudley, left, and James Carter at the Kiddie Amusement's booth during ACME '87.

Now in his second year of manufacturing, Dudley has 327 locations and 700 rides in operation. About 309 locations are in four store chains. As his manufacturing business grows his dependence on the chains will diminish. He currently operates within a 300-mile radius of his home location in Florence, Miss., just outside Jackson. "I lost control of my business in the past," said Dudley. "My operation became too widespread. I want to make my business better. I started by building a universal mechanical base and concentrated on that and replacement parts for the older

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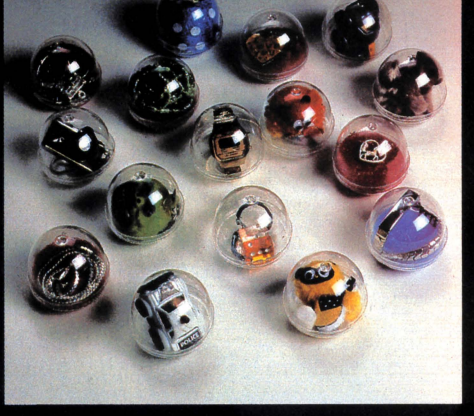

LARGEST SELECTION OF INDIVIDUAL CRANE ITEMS

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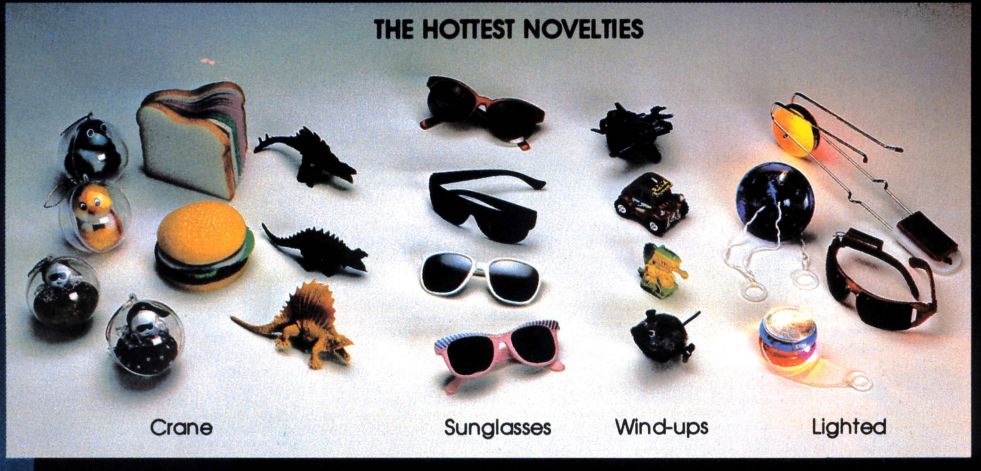

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American-made kiddie rides (such as saddles, wood bases, metal parts and bases, and building replacement fiberglass parts). There are a number of us trying to make older rides more appealing.

"I'm looking for a need and trying to supply that need. Parts do wear out. When you try to get parts, manufacturers don't want to sell them. They want to sell you a new ride. The operator is the man who owns the equipment and has it until it drops in price. If the operators go out of business then so will the manufacturers. It's going back to the street operators.

"I've made a lot of friends by supplying them with replacement parts. I go on the principle that people need good, sturdy, long-lasting rides. I know there are people out there who want rides that will be there tomorrow."

In the shop, assemblyman Donnie Wilson works on refurbishing a horse.

It's obviously the case when you consider that Dudley's toll free number (800-647-6460) is always ringing. "I get worlds of calls from small operators who already have chicken machines and gum machines and are looking for kiddie rides to add to their routes. They want good, used rides."

What are Dudley's recommendations to these operators? Usually, he suggests 10-12 rides set up in three-to-four different types. "That represents a $10,000-$12,000 investment, max, to start with," said Dudley. "I don't recommend investing a fortune. First off, see if they like what they are doing. Operators think in terms of $5,000-$15,000,

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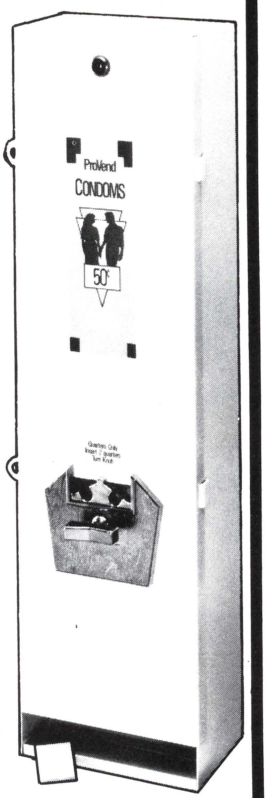

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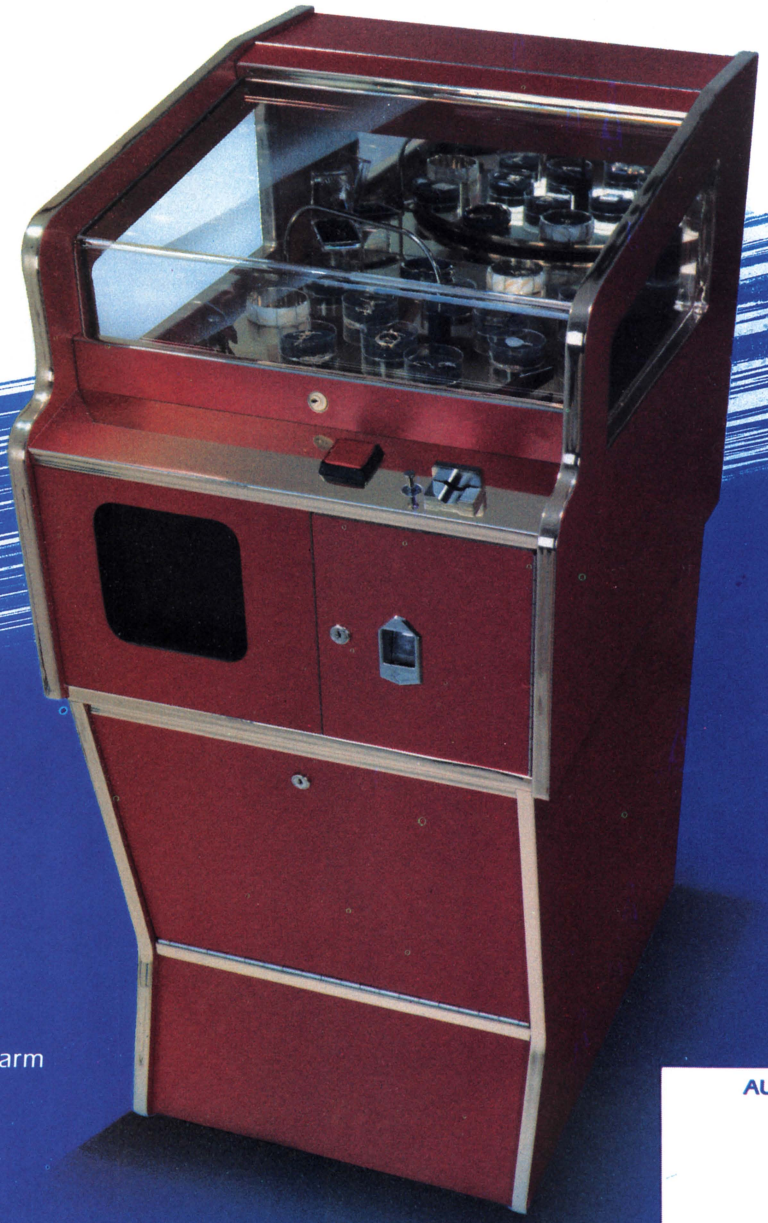

Rotary

Depth: 30″
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Height: 22¼″

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Height: 26½″

Rotary w/Base

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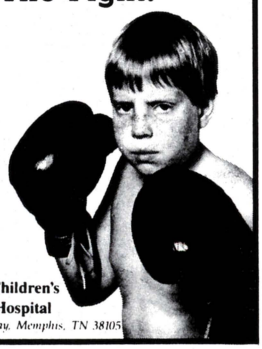

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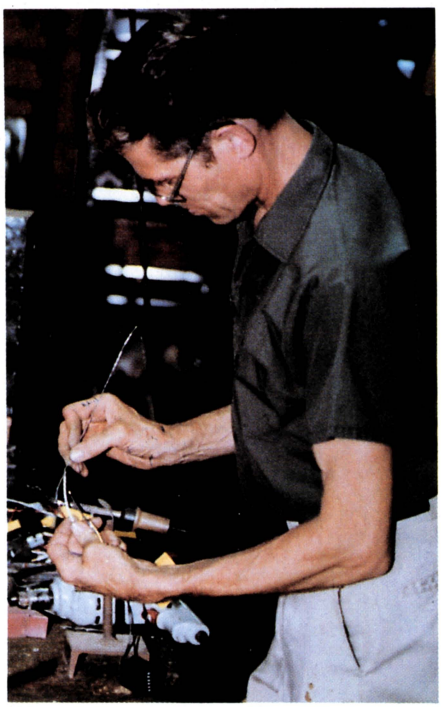
The Mandrell, a custom carousel created for Louise Mandrell.



Dean Taylor, shop manager.

usually on the lower end. The new kiddie ride operator must realize that big chain stores are tied up under existing contracts. They have to find their own locations. If the operators are already in a grocery, they have a location. Kiddie rides must be in family oriented locations.

"One thing they have to face is liability insurance--that's part of what we're going through in the industry. I feel that the whole vending business needs to look at insurance for everybody. An operator with just a few kiddie rides and vending machines has trouble being covered on both ends. Rides are insured according to number. You have to have a minimum of 6-10 rides to get the insurance. That's part of the crunch."

There are rewards in the kiddie ride business. Dudley has recorded sales for the first five months of this year to be $250,000. That's strictly quarters. This sum is channeled back into his business, a business he takes pride in and loves. "I care about this industry," said Dudley, "and unless more of us care, we'll let two or three people put bad names in our business. The kiddie ride business is like any other--there's no pot of gold at the end of the rainbow. You have to work for it."

Dudley estimates it takes 18 months for a kiddie ride to pay for itself. Income from a mom and pop operation is slow and steady--expect from $50-$150 a month gross per ride, maybe more like $50 to $100. But in five years it will still be doing the same thing. With a normal amount of upkeep, he

predicts a good profit. He can pinpoint rides made in the mid-50's that are still operating as major rides in his operation. They have been rebuilt several times, but are still out there earning.

Dudley's office is filled with maps decorated with pins and colored flags marking rides needing repairs. He schedules route trucks around the out-of-order units. Even new orders take a back seat. "I tend to the out-of-orders before taking on the new orders," he explained. "Take care of existing business and then expand."

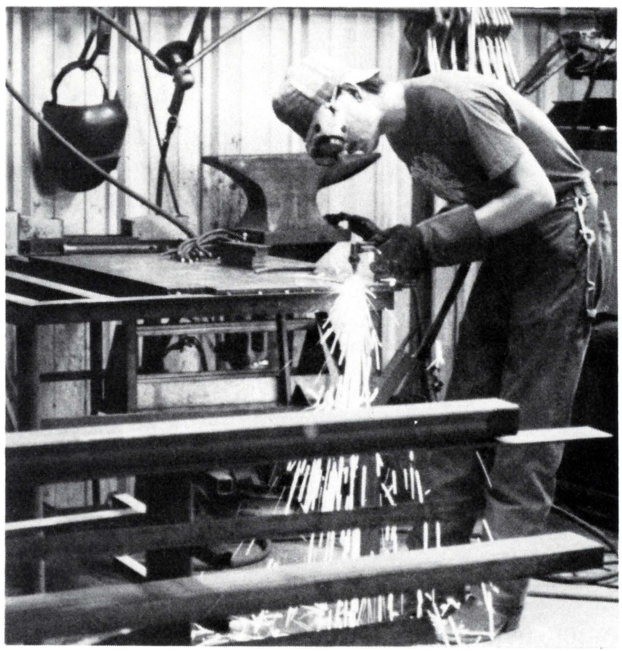
He tries to rotate equipment on a three- to six-month basis on location. The basic time factor is 48 months in the field before rides come back into the shop for paint or mechanical work. The goal is five years in the field before it comes home for a complete upgrade to new ride status.

What does he think of import rides and hydraulic rides? "We are going through another generation of import rides. I think they will fall by the wayside and so do the veteran operators.

"It's nice if you have a problem and can buy an electronic part in the area of your ride location. I try to stay standard with everything so customers can buy replacement parts locally. That keeps me competitive with the market."

Dudley can rebuild any American ride and can change over any foreign ride. Hydraulic rides are hard to service, he notes. "If you have a large operation and have technicians to do hydraulic work it's one thing. But hydraulics require manuals, technicians, bleeding of fluids, and can't very well be repaired on location. I prefer to bring everything back to my shop, but some repairs can be made on the spot. For a hydraulic ride I send a replacement ride."

And what are the most popular rides today? "The carousel is a base ride in any big store," said Dudley, who makes his own Kiddie Karousel. "Store managers usually like the looks of the carousel and request it. It's a standard ride. Animals seem to be less popular. Cars and trucks are a better draw. The motorcycle is fast becoming the standard ride in place of the long-time favorite horse." Of late, Dudley has custom-made several carousels, most notably The Mandrell--a pastel-shaded creation presented to Louise Mandrell by her husband R.C. Bannon. Dudley made his own fiberglass for the horses and color-coordinated them to Mandrell's home in Hendersonville, Tenn. Another red, white, and blue carousel, The Alabama, sits in front of a Wal-Mart store in Fort Payne, Ala. across from the Alabama Group Fan Club.



Metal worker Brent Quarles cuts new sheet metal.

According to Dudley, one of the better income pieces over the last few years has been the Duke's car designed by John Berkstresser (now deceased) of Quality Design. It featured flashing headlights and taillights, a horn that played Dixie, and the bright orange colors and detailing of the Duke's boy's car. "It was the combination of everything: color, sound, and light, that attracted children," said Dudley, who has designed his own bright orange truck, the Rebel Truck.

"I don't know what the future holds," commented Dudley. "But I have a foothold in the south and have every intention of holding onto it. I realize that overnight it could be gone."

In addition to the integrity of his product, Dudley emphasizes the personal touch in his operation. Whenever a new store location opens, he requires his servicemen to make the opening. "We make ourselves part of that operation," he said, "and make ourselves available. That can mean helping customers with packages and even rounding up buggies in the parking lot. People don't forget you when you do that."

He explained that chain stores use local operators that cover several states. "We're working together. I can recommend operators for territories not in my area and they do favors in return. This is called existence. The name of the game is to stay alive and in business.

"I don't take locations away from anyone," added Dudley. "If a chain requires me to set some stores, I wait for the competitor to move. I have been in the other position too many times."

Dudley is particularly interested in the history of the kiddie ride business. Among his prized possessions is his first kiddie ride, a Crusader Horse from Health Builder, that is preserved in mint condition; also a Mississippi Pony built in Pascagoula, Miss. According to Dudley, the first Thunder horse made was a copy of the Mississippi Pony. He also has a wooden Bally horse and collects carousel horses. He's most interested in hearing from anyone who can give him more information on the Mississippi Pony's history and on the kiddie ride business from the late 1940's. Write to him at P.O. Box 939, Florence, MS 39073. It could be the basis of another story entirely.

"I'm looking for a need and trying to supply that need."

NEWS BULLETIN

.....**NEW YORK**...Seeburg has purchased one of the Mondial Distributing offices and has announced it will get into the distributing business. In a joint announcement, Seeburg and Mondial said the office at 599 Tenth Ave., New York City would now be Seeburg Distributing Company. Joe Pankus of Seeburg said the facility will deal exclusively in Seeburg sales, parts, and service. Seeburg, through this distributorship, will also provide expert repair service and parts for older Seeburg music systems. Seeburg estimates there are more than 25,000 active Seeburg phonographs in the New York metro area. Seeburg will also use the new office to display and launch a sales campaign for its LaserMusic system. Mondial will continue its distributing operations in New Jersey and Long Island. Mondial recently expanded its New Jersey operation to provide centralized sales and service to handle its growing business. Pankus added that Seeburg's New York office will be staffed with Seeburg personnel; Tom Siemieniec and Pankus will be there initially. "This in no way is saying we are abandoning our current distributing network," Pankus stressed. "It will only enhance the service we can provide." . . . . . .

.....**RENO**...The dates and location have been finalized for ACME '88. Originally scheduled for the end of April in Las Vegas, the American Coin Machine Expo will now be held in Reno, Nevada, on March 11, 12, and 13 at the Bally Grand Hotel. The late April dates were deemed unacceptable to AAMA at its May board meeting. The show committee, Bill Cravens, David Weaver, Steve Koenigsberg, Carol Lally and Valerie Cognevich, agree that it is unfortunate to make such a drastic change at this late date, but the change should make for a more successful show for all. The ACME '89 is tentatively scheduled back in New Orleans where ACME had its successful 1987 show. For more information contact the management company, W.T. Glasgow & Co. at (312)333-9292 . . . . . .

.....**PHOENIX**...Bally Corp. has sold its remaining distributing office, Bally Southwest, to Tony Brog of Hustle Enterprises. The Phoenix office was the last of 13 distributing offices owned by Bally. The other distributorships had previously been sold to various buyers leaving Bally Southwest as the only Bally distributor. Sal DeBruno, who was the general manager of Bally Southwest, will remain in that position at the office to be called Phoenix Coin-Op Inc. The Bally staff, with only minor changes, will remain intact. Brog, who started in the coin-op business eight years ago, currently operates a sizable route in Phoenix, Tucson, southern Calif. and Denver where Hustle Enterprises' office is located. Phoenix Coin-Op Inc. and Hustle Enterprises will be run as separate entities. Brog said he feels confident about the future of the industry citing the longer life of used equipment and lower saturation levels as a guide to assessing the state of the industry. DeBruno said, "Bally treated me well and I'm sorry to see them get out of the distributing business but I understand why. I'm looking forward to working with Tony, who has been one of my top customers." Both agree it is an acquisition that makes sense . . . . . .

.....**CHICAGO**...Joe Gilbert has joined Williams as its director of sales. Joe began his industry career in 1963 as the parts man for a Seeburg distributor. He worked for National Vendors for 11 years, for Belam Florida, Rowe, and most recently for Nintendo as the eastern regional sales manager. Joe told Play Meter that he will be working on some new projects for Williams such as seeking new product lines and he will work closely with the distributor network. His vast experience and his love of the industry should be a valuable asset to Williams . . . . . .

.....**CHICAGO**...The board of directors of the American Amusement Machine Association will meet September 3 at the Westin O'Hare. Plans are to discuss U.S. coinage changes, the new Polaroid Corp. product used to positively identify legitimate products, the location trade shows and seminar program, pinball contests, and consumer relations. All AAMA members are invited to attend and participate. . . . . .

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NEWS

ACME may move to February

The American Coin Machine Expo (ACME), scheduled for April 1987, may be changed to late February. At the May American Amusement Machine Association board meeting, members complained that the April 22-24 date was too late to introduce product before the summer buying season.

ACME, the industry's major spring show, is sponsored by AAMA and Play Meter magazine since the merger of AAMA's ASI show and Play Meter's AOE show, both held in the spring.

While plans are underway to change the dates, the show will still be held in Las Vegas. Originally planned for the Bally Grand, formerly the MGM Grand, the Las Vegas Hilton is under consideration should dates not be available at the Bally Grand.

For more information, contact the management firm, W.T. Glasgow & Company at (312)333-9292.

Search warrants issued

On June 16, U.S. customs agents executed 19 search warrants in Northern Virginia and seized about 114 illegitimate video games allegedly owned and operated by Hunter Vending of Arlington, Va.

Bob Fay, AAMA's director of industry affairs and enforcement said that customs agents executed 18 warrants at businesses in Annandale, Alexandria, Springfield, Fairfax, McClean, Vienna, Rosslyn, Leesburg, and Reston, Va. Approximately 58 games were seized from hotels, restaurants, and bowling centers among others.

Agents also executed a search warrant at Hunter Vending's office where and additional 21 games and cabinets and 35 printed circuit boards were seized along with company records.

Fay stated that at this time no criminal charges have been filed.

Eastern Phone Expo coming in October

The Pay Phone Expo '87 East, sponsored by TeleStrategies, Inc., will be held October 5-7 at the Sheraton Bal Harbour Resort in Bal Harbour, Fla.

Over 60 percent of the booth space has already been sold for this showcase of pay phones. In March the TeleStrategies Pay Phone Expo '87 West, held in Las Vegas, drew a crowd of 1100 attendees viewing product from 50 different exhibitors.

In addition to the exhibits, the Expo East will include technical sessions, pay phone association meetings, and a cocktail reception. TeleStrategies has added more exhibit hours and technical session hours for the Expo East.

For more information, contact Heidi Hagedorn at (703) 734-7050.

Ohio dealt legal blow

John Corrigan, a respected prosecuting attorney in Cuyahoga County, Ohio, sent the chief of police in Brookpark, Ohio, a letter stating his opinion on the legality of cranes and merchandisers. The letter said in part, referencing machine cranes and electronic game machines, "...An examination of these machines reveals that the prizes displayed in many instances are non-reachable, are weighted, or the size cannot possibly be picked up and made available as a prize. The operation of these machines involves prizes, consideration and chance. If there is any skill in the operation of these machines, it is at best minimal. It is my opinion that the operation of and possession of these machines is prohibited by law...it is my opinion that the possession and use of these machines is violative of the criminal law of gambling."

Though Corrigan represents and speaks only for Cuyahoga County, he is held in high regard by other prosecutors in Ohio and his opinions are powerful. An operator in the northern part of Ohio has had a crane confiscated and the Ohio Coin Machine Association is awaiting a trial date in that case.

In the meantime, OCMA said in a letter to members, "Just as our industry is beginning a modest recovery from its economic slump, we have been dealt a devastating blow by John Corrigan regarding coin-operated crane machines."

In an emergency meeting it was agreed by the OCMA board to develop an action program. OCMA agreed to the following: retain the nation's leading crane counsel; reactivate its regional structure so instrumental in winning previous encounters regarding taxes, etc.; replenish OCMA's legal defense fund; and contact Ohio distributors, crane manufacturers, and non-OCMA members to secure full financial support.

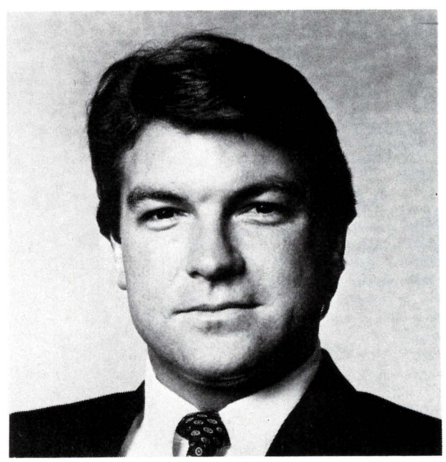
For more information contact OCMA at (614)221-8600.

Backer joins Data East

Jolly Backer has left his position as director of national sales for Bally Sente to join Data East. Backer will assume the duties and title of director of sales and marketing for the coin-op division of Data East.

Backer began his industry career in 1981 at Betson/Pacific. He previously worked for Data East as western regional sales manager before leaving in 1986 to join Sega.

Backer can be reached at Data East's San Jose, Calif. office.



Jolly Backer

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NEWS

Rowe adds record labels

Rowe announced that it will now be bringing its video jukebox customers the videos from Virgin Records-America and ABR Entertainment. "Certainly the most important new record label in this country, their roster includes the Cutting Crew, Heaven 17, T'Pau and soon will be the new home for Steve Winwood," Rowe said of Virgin Records.

Though not a household name, as a result of the agreement with ABR Entertainment, Rowe will be bringing to its customers first class, color, stereo reproductions of classic artists like Count Basie, Duke Ellington, Ella Fitzgerald, Benny Goodman, and Sonny and Cher.

Konami names officers

At it's May board of directors meeting, Konami promoted K. Kozuki to chairman of the board; F. Hishikawa to president; and K. Mizumaki to executive vice president. All hold the positions for Konami's Japan and U.S. offices.

The day-to-day operations in the U.S. are handled by general manager of operations, K. Mizumaki; Steve Kaufman in coin-op; Emil Heidkamp in consumer; vice president Frank Bundra; and national director of sales & marketing, Frank Pellegrini.

The company began shipping on June 29th the upright version of *W.E.C. LeMans*; the mini spin version is also now available. The company noted that the game has been testing very well.

Konami's newest game, *Bootcamp* will be out soon. In this Officer and a Gentleman-themed game, the player is a recruit facing physical and mental challenges by the toughest drill sergeant in the ranks. The player/recruit must finish various phases of boot camp--firing range, scaling walls, the iron man race, arm wrestling, chinups, and a fight with the instructor--to advance.

Peach State restructures

The vending, parts, and games divisions of Peach State Distributing have been consolidated. The change will enable Peach State to more efficiently service its customers. Chairman John Head said the single company arrangement will streamline the company.

Dick Sershon, formerly with Wico Corp. and with a strong industry background, has been named president; and H. Earl Charlton executive vice president. Charlton previously worked for Peach State but left two years ago to pursue other interests. Al Marino will continue as vending sales manager.

Peach State has been in operation 35 years and last September was able to emerge from its Chapter 11 status.

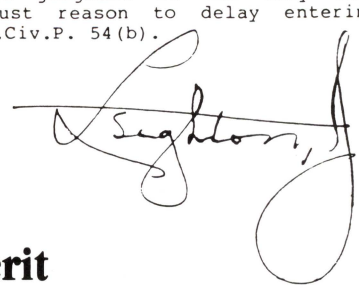
Plaintiff brought this suit alleging that the defendant Nomac Ltd., by making, using and selling "Pub Time Darts," willfully and knowingly infringed a certain patent owned by plaintiff. On March 25, 1986, Nomac filed a motion for summary judgment on the infringement claim. The motion was fully briefed on October 24, 1986. On December 15, 1986, this court issued a memorandum opinion and order granting Nomac summary judgment on the infringement claim at issue.

On September 4, 1986, Merit-Nomac Inc., purchased the assets of Nomac, including the inventory of Pub Time Darts and the molds from which the game was made. Thereafter, plaintiff filed an amended complaint adding Merit-Nomac as a defendant and alleging that Merit-Nomac was selling and manufacturing a product which infringed on plaintiff's patent. The cause is now before the court on Merit-Nomac's motion for summary judgment and for entry of final judgment pursuant to Fed.R.Civ.P. 54(b).

Merit-Nomac's argument in favor of its motion for summary judgment is straightforward: because this court has already concluded that Nomac's manufacture of Pub Time Darts did not infringe plaintiff's patent, and because the alledged infringing product manufactured by Merit-Nomac is identical to that made by Nomac, in that they were both made from the same mold, its product can not be held to infringe on plaintiff's patent.

In opposition, plaintiff does not dispute that the product manufactured by Merit-Nomac is made from the same molds as those which Nomac used to manufacture Pub Time Darts. Instead, plaintiff argues that the court erred when concluding that Nomac's product did not infringe. In this regard, plaintiff makes the same arguments it did when opposing Nomac's motion for partial summary judgment. For the reasons already stated, the court rejects these arguments. Arachnid v. Nomac, 84 C 6841 (Dec. 15, 1986).

Accordingly, because the molds from which Merit-Nomac produces its products do not produce products which infringe plaintiff's patent, Merit-Nomac is entitled to judgment as a matter of law. See Arachnid, 84 C 6814 (Dec. 15, 1986). Therefore, its motion for summary judgment is granted. Fed.R.Civ.P. 56(c). Further, because Merit-Nomac has been granted judgment on the only claim made against it, there is no just reason to delay entering final judgment in its favor. Fed.R.Civ.P. 54(b).



Judgment favors Merit

On May 29, Senior Judge George Leighton of the U.S. District court, northern district of illinois, handed down his decision ordering that Merit/Nomac's motion for summary judgment is granted.

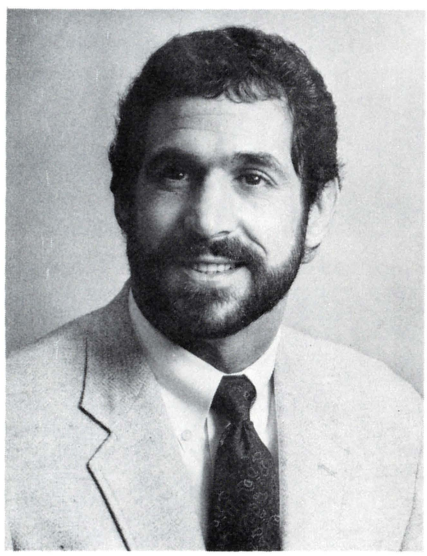
Merit/Nomac had filed to be removed from pending legal action by Arachnid. A previous decision by Leighton on December 15, 1986, granted a summary judgment in favor of Nomac regarding its target segments, stating that the Nomac segments were not infringing Arachnid's patents.

Merit/Nomac purchased the assets of Nomac in 1986 and has since that time been manufacturing Pub Time Darts. Judge Leighton's order is reprinted here in its entirety.

AAMA elects officers

In other AAMA news, the association elected new officers at its May board meeting held the day after the Government Affairs Conference in Washington D.C. Frank Ballouz of Nintendo was elected president; Steve Koenigsberg of State Sales, vice president; Gil Pollock of Premier, secretary; Jon Brady of Brady Distributing, treasurer; Ira Bettelman of C.A. Robinson & Co., assistant secretary; and Steve Kaufman of Konami, assistant treasurer.

Joe Robbins of Sun Corp., and Bill Cravens of Capcom were elected officers of the Amusement Machine Charitable Foundation. At ACME '87, the foundation held a dinner honoring industry veteran Bill O'Donnell. The affair raised $30,000 for O'Donnell's favorite charity.



Frank Ballouz, AAMA president

AMOA calls for nominations

The AMOA nominating committee for directors encourages the AMOA membership to submit names of qualified operator and distributor members for consideration as directors. Ten new directors will be elected at the AMOA annual meeting to be held during the convention in November.

The deadline for submitting names is July 30. The letter of recommendation should include a brief summary of the candidate's involvement and achievement in state and local activities.

The following states are currently represented on the AMOA board of directors: Alaska, Ark., Calif., Florida, Georgia, Idaho, Ill., Iowa, Kansas, La., Mass., Mich., Minn., Montana, Neb., N.J., N.Y., N.C., Ohio, Oregon, Penn., S.C., S.D., Tenn., Texas, Utah, Vir., Wash., W.V., Wisc., and Wyoming.

For more information call AMOA at (312)644-6610.

Sentences handed down in VIDGAM sting operation

Four charged with selling counterfeit video games as a result of an FBI sting operation code named VIDGAM were sentenced in May in Washington D.C.

Myron Sugerman of Livingston, N.J., who originally pleaded guilty to one count of copyright infringement and one count of federal gambling charges on March 24, was sentenced May 14 to five years probation and a $25,000 fine.

Alan Fishkin of Springfield, N.J., who had also pleaded guilty to one count of copyright infringement on March 24, received three years probation and a $2,500 fine.

Walter F. Riggin of Washington D.C., who had pleaded guilty on May 6 to one count of copyright infringement was sentenced on May 26 to three years probation and a $2,500 fine.

Joseph Nesline of Silver Springs, Maryland, had pleaded guilty on January 23 to interstate gambling charges, was sentenced on May 26 to three years probation.

Judge Harold Greene stated that if Sugerman, Fishkin, Riggin, or Nesline sell counterfeit video games in the future he could revoke their probation and sentence them to prison.

Bob Fay, director of industry affairs and enforcement for AAMA stated that these sentences illustrate that individuals are being prosecuted for distributing illegal printed circuit boards.

Vending sales rise

Sales of vended products increased at eight out of 10 U.S. vending companies in 1986, and net profits were higher for slightly more than six out of 10, according to the 1987 "How's Business? Survey" just completed by the National Automatic Merchandising Association (NAMA).

Results are based on responses from 336 vending machine operating companies which are members of NAMA. More than two-thirds (68 percent) reported increased 1986 sales from their non-vending operations. Last year's Survey of 1985 results saw fewer than half of the companies reporting higher net profits over 1984.

Companies in the East achieved the best sales results, with 92 percent showing increases, while only six out of 10 companies in the Rocky Mountain states recorded sales advances. That region also showed the poorest profit record as 60 percent indicating flat or lower net profits for 1986. The Southeast showed the best profit picture with 75 percent reporting increases.

For the current year, 84 percent of the respondents look for larger sales and 70 percent expect increased net profits.

Rowe features Beta Hi-Fi tape decks

Sound and picture quality on the Rowe Video Jukebox has been enhanced with the availability of Beta Hi-Fi tape decks that can be ordered on all models.

Rowe reports that test results on the new decks were so positive that the company has accelerated plans to introduce them (original introduction was set for the fall).

Joel Friedman, vice president of Rowe, explained, "Wherever we tested the new tape decks, music operators, location owners, and their customers have been thrilled with the enhanced sound and picture quality of the Beta Hi-Fi. Reports are even better than we expected."

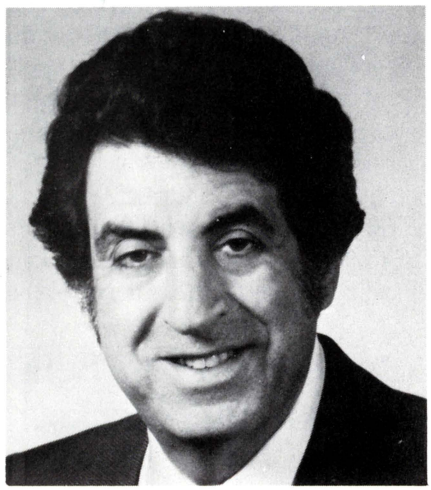
He added that with the current success of compact discs, customers have come to expect excellence in sound quality.

of compact discs, customers have come to expect excellence in sound quality. "The Beta Hi-Fi delivers that kind of quality," he said, "in fact, one major operator who participated in our test program called the sound from the new tape deck equal to that of CDs."

For more information about the new tape decks, or for distributor referral, write Joel Friedman, Rowe International, Inc., 75 Troy Hills Road, Whippany, NJ 07981; call (201) 887-0400.

Milhem elected BBIA president

Charles Milhem, president of The Valley Co. of Bay City, Mich., was elected president of the Billiard and Bowling Institute of America (BBIA) at the association's recent 44th annual convention in San Diego. Milhem also



Charles Milhem

serves as president of the Valley National 8-Ball League and director of the Billiard Congress of America (BCA).

Other elected officers include: Martin Bloom of The Bloom Co. in San Diego--first vice president; Reed Thomas of Top-Line Bowling Supply in Plant City, Fla.--second vice president; and David Maidment of World of Leisure Mfg. in Covina, Calif.--secretary/treasurer. Staton Reynolds of Forrest Enterprises in Piqua, Ohio was elected to the board of directors.

The BBIA convention featured a presentation by SGMA president Howard Bruns of a $16,920 check earned through the BBIA's participation in the 1987 Atlanta Super Show. One of Milhem's top priorities will be to head a task force established to spur billiard participation using the billiard industry's $8,500 share of the Super Show funds.

In other business, the BBIA allocated $2,000 to complete funding of the Police Athletic League youth bowling program, with a pilot program starting September 1. Tom Malloy of Ebonite International will head an effort to strengthen the bowling industry's participation in the 1988 Super Show. Remo Picchietti of DBA Products, Inc. reported that the bowling pro shop operators program is near completion and several members will offer seminars in the coming months.

The 1987 BBIA industry service award was presented to actor Paul Newman for his award-winning performance as "Fast Eddie" Felson in the hit film, "The Color of Money". Irving Axelrad, executive producer of the movie, accepted the honor on Newman's behalf.

AMOA-NDA hosts second annual event

The Amusement and Music Operators Association National Dart Association (AMOA-NDA) hosted its second annual National Team Dart Tournament May 1-3 at the Ramada O'Hare, Chicago and welcomed over 150 participating teams.

Using the Spot and Player Ranking Evaluation formula (a copyrighted system to determine player skill level for leagues and tournaments) and Feat information (player accomplishments) from league play on Friday night's classification event, all contestants were divided into skill levels within their divisions.

Forty-eight teams won team trophies with the top sixteen also receiving special individual plaques for their efforts. Nearly $14,000 was awarded in prize money.

The first place team in the Open A division was English Connection, sponsored by Amusement Devices of Kaukauna, Wis. In the Open B division first place went to Northgate Amusement, sponsored by Northgate Amusement in Springfield, Ill. The Women's A division first place team was Frenchman's Fillies, sponsored by Twin City Novelty in Minneapolis; in Women's B division it was Red Rooster, sponsored by Dahlco Music in St. Paul, Minn.

In conjunction with the tournament, the AMOA-NDA held a general membership meeting and elected officers, including Tami Paulsen of C & N Sales in Mankato, Minn., president; John Speers of Winnebago Coin in Fond du Lac, Wis., vice president; and Tony Urso of Madison Coin Machine Co. in Madison, Wis., secretary.

Kirk McKennon, tournament director, thanks The Valley Co. and Merit Industries for providing tournament machines, personnel, and funding. Thanks are also extended to ITC for sending Len and Craig Sandok to help with computer rankings. Dart World provided gift

A crowd gathers for the AMOA-NDA Tournament.

Tournament participants take a break.

"flights" for all players; NSM and Rus Strahan provided the jukebox; and Rowe International and its distributor, American Vending, helped out with three Rowe BC-35 bill changers for the weekend. In addition, thanks to the entire tournament crew who put in long hours. Anyone interested in joining the association, or participating on one of its committees, should contact Joe Conway, executive director of AMOA-NDA, 1718 N. First Street., Milwaukee, WI 53212; (414) 263-2444.

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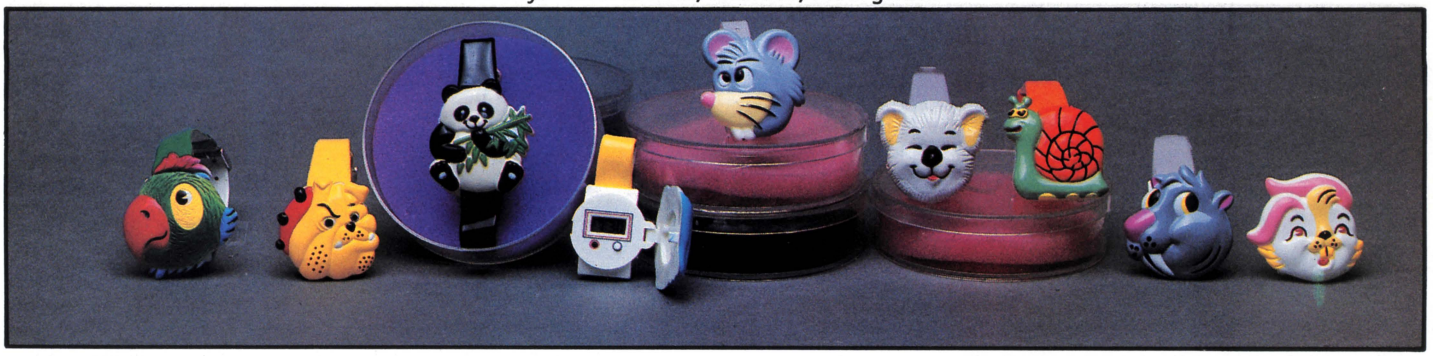

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Character Face Watches 10 asst. animals/Ctn. pack 120 pc.*

Item No. 923-44
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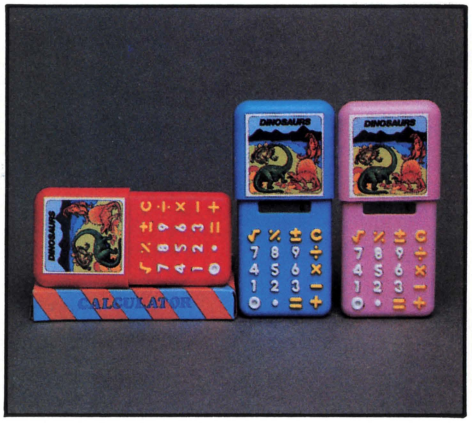
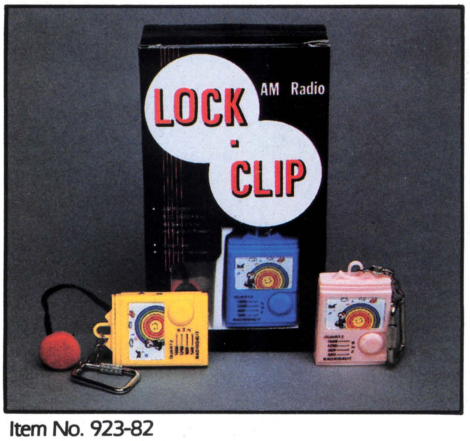
asst. colors/Ctn. pack 200 pc.*



Item No. 923-84
Dinosaur Calculator
asst. colors/Ctn. pack 200 pc.*

Item No. 923-97
Cushion LED Watch
3 asst. shapes & colors/Ctn. pack 200 pc.*



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Item No. 755-151
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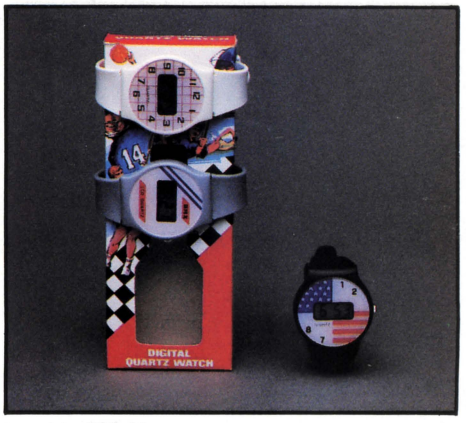
Battery included/Ctn. pack 12 dz.



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Leisure acquires Dooner

Leisure Technology Group, Inc. has acquired Dooner Entertainment Corp. through an exchange of stock.

Dooner Entertainment has been negotiating the acquisition of several amusement parks across the U.S. since 1986. As of April 15, Dooner had negotiated the price and terms on four separate parks and had begun arranging the financing for these acquisitions. This program will be continued by Leisure Technology.

Leisure Technology is a design, development, and management consulting company to the mass entertainment industry. It has been involved with over 70 amusement and theme parks over the past five years, and is expanding its operations into arcades and fairs, in which management has extensive experience.

The acquisition of Dooner Entertainment brings over 25 years of additional experience with food and service corporations, as well as marketing experience in theme parks and motion pictures.

Most recently, Leisure Technology has provided design assistance to a new waterpark in Puerto Rico and a resort complex in the Lake Arrowhead area of southern California.

ICMOA holds 8-Ball Tournament

The Illinois 1987 8-Ball Tournament, sponsored by the Illinois Coin Machine Operators Association (ICMOA) and Atlas Distributing of Chicago, was held in Peoria, Ill. April 4-5 in conjunction with the ICMOA English Mark Darts State Championship Tournament.

The qualifying tournament pairings were played weekly at 94 sanctioned locations for eight consecutive weeks. Over 16,000 people competed in these qualifying tournaments in the hopes of winning cash awards and trophies worth over $8,400.

More than 200 men and women competed in the finals on Valley *Cheyenne* pool tables provided by Atlas. Illinois operators were able to purchase the tables from Atlas for a discounted price after the event. Paul Weideraenders of Atlas stated that they were very happy with the chance to participate in the pool tournament.

Lowry Music's John Dudley took first place, bringing home $1,000 for the men's event. Northgate Amusement's Troy Petitt won $500 for second place. In the women's event, Jeannie Vogelsang of Joe Abraham & Son Amusements won $500 for first place and Debbie Lambeth of Lowry Music won $200 for second place.

For the first time a special open pool tournament was held on Saturday with 147 entries paying out 100 percent to the top eight winners. Judex James of Peoria won first place and a $294 cash prize. Pat Hohl of Milan won second place and a $147 cash prize.

According to Walt Lowry, tournament director, "This is a super tournament, and the addition of the Saturday event was much more than we expected. There is so much excitement among the players! The tournament could not have been run any smoother. Craig and Monica Beard deserve a lot of credit for the time and effort they put forth in making this tournament another record breaker." Beard works with Lowry at Lowry Music Co. in Pittsfield and has been working with the ICMOA on the 8-Ball Tournament for several years.

Plans are underway for the 1988 tournament.

California pay phone companies merge

Pay Phone Connection, Inc. of San Diego has announced its merger with California Pay Telephone of Los Angeles.

Pay Phone Connection recently opened its new offices in Glendale to handle the phones and locations it acquired from California Pay Telephone and to handle its own installations and other locations recently acquired in the Los Angeles/Orange country area.

Pay Phone Connection officers include Stephen Edwards, president; Anthony Fischler, executive vice president; Dick Owen, vice president of operations; Farzad Mobin, vice president of technologies; David Frandsen, director of administrative services; and Richard Spencer, accounting supervisor.

Fischler is a co-founder of the California Payphone Association and serves as chairperson of its membership and finance committee. "This is not a start-up venture," said Fischler. "Together we have five years of experience in the private pay phone industry. We are dedicated to providing excellent service to our customers."

Pay Phone Connection offers central office administrative services (such as phone company paper work) to other operating companies and individual pay phone owners, plus buys installed phones and locations. The company is approaching the 200 phone mark.

"We are interested in selected market niches," noted Edwards. "We see a unique opportunity in private pay phones and plan to pursue it vigorously. Mergers such as this one are the way of the future in this industry."

WAMO elections

Three new members were added to the board of directors of the Wisconsin Amusement and Music Operators, Inc. (WAMO) during elections held at the general membership meeting in Lake Geneva on May 15.

New directors are Bryan Hubbard of Coin Machines Inc. in Colfax, Donald "Bud" Johnson of Gardner Sales, Inc. in Edgerton, and Eric Jacobson of Amusement Devices, Inc. in Kaukauna. Directorships began July 1 for a three-year term.

Sam Cooper of Pioneer Sales & Service of Menomonee Falls was elected to a new three-year term as the distributor representative on the board.

Following elections, the board held a special meeting and re-named Ralph Fleege of Mitchell Novelty in Milwaukee as WAMO president; Jim Stansfield Jr. of Jim Stansfield Vending, Inc. of La Crosse as vice president; and Colleen Pawlowski of Weinandt Music Co., Inc. in Menasha

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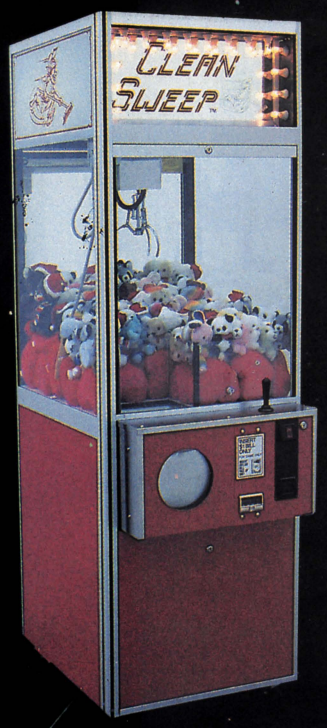

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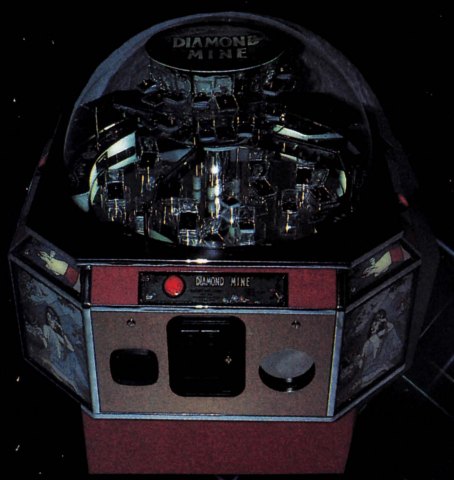

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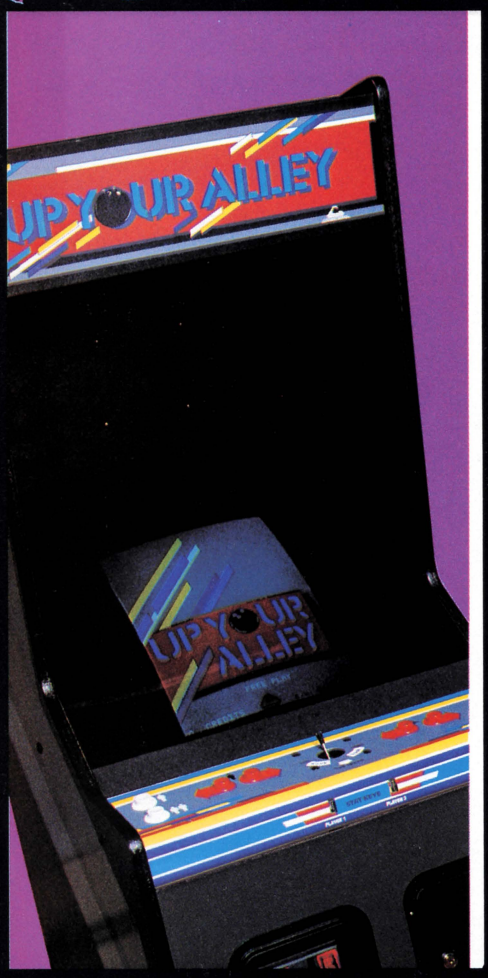
Pin busting action that's right on the money! UP YOUR ALLEY — the bowler's bowling game with all the feel and excitement of a full size alley. Select either male or female bowler, bowl left or right-handed, choose your favorite lane and let 'er rip!

New simplified controls offer greater feel for ball speed and hook—encouraging everyone to go for the "beer frame" or that perfect 300 game. A CINEMAT System* game, UP YOUR ALLEY's superior graphics and game play challenges even the best of the pros. Available in dedicated, universal concersion or game module configuration.

Hit your profits on the very first frame with UP YOUR ALLEY...Sizzling Hot for the Summer of '87!



2

The boys of summer are back and they're better than ever! BASEBALL THE SEASON II stars a powerful new lineup of features as this CINEMAT System* game hits an ROI home run! Now players can run fast or slow, call for the cut-off—even *steal* bases when wild pitches are thrown during the game. New spring-loaded joystick offers greater control when you pitch!

Featuring the "STAT KEY" that allows players to carry their stats with them whenever they play, BASEBALL THE SEASON II is available in dedicated, universal conversion or game module form.

BASEBALL THE SEASON II...drivin' home the profits with the hottest ticket in town!

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The hottest combat action ever! Grab the twin control handles of your defense monitor and rake the skies with ack-ack and missiles as "unfriendlies" move over the mountains for the attack!

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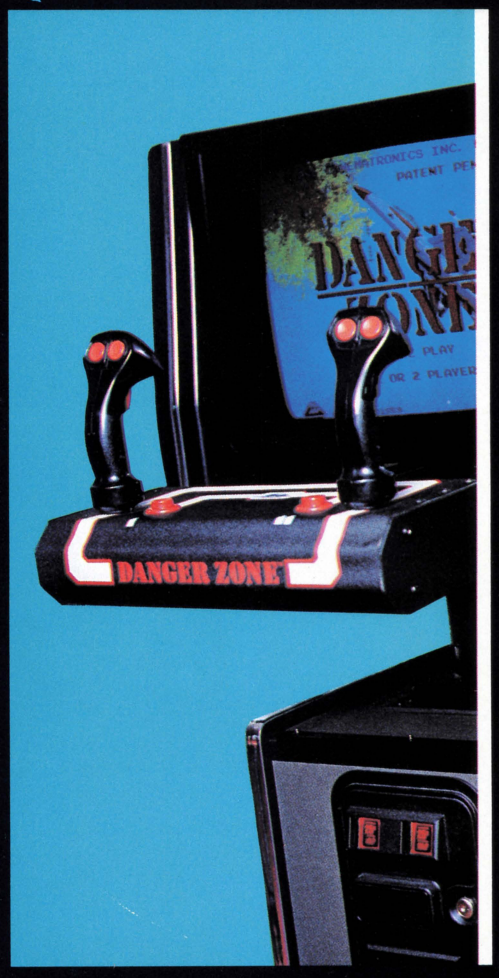

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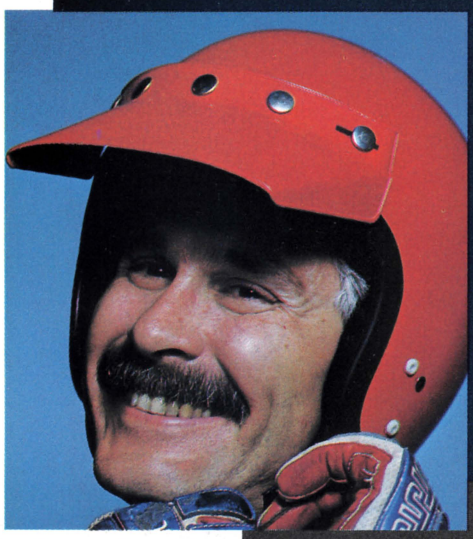

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Redline Racer high performance upright.

Racer Conversion Kit makes changeovers quick and easy, so you can get back into the race pronto. And it's easy on the pocketbook, too.

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We're not satisfied to bask in the glories of the winner's circle. Instead, we're tooling up for a whole new generation of driving games the likes of which you've never seen before. They're waiting...just around the bend. And like Redline Racer, they're going to be champions.

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as secretary/treasurer. Terms of office are for one year. The new board hill hold its first meeting in Madison on July 29.

AMOA/Notre Dame program set

The Amusement and Music Operators Association (AMOA) announces that the first session for Group III participants in the AMOA/Notre Dame executive development program has been scheduled for September 13-16 at the University of Notre Dame in South Bend, Ind.

The program is designed specifically for operators in the amusement and music industry and is comprised of five two and one-half day sessions, held each fall and spring.

Among topics to be addressed are: organizational behavior, employee communication, motivating employees, business laws affecting small businessmen, contracts, strategic planning for long and short term growth, and marketing basics including developing a marketing program, pricing, and promotion.

The registration fee is $300 and includes all program materials, two lunches, and all coffee breaks. Participants must pay for other meals and travel and housing expenses. Attendance for this session is limited to 35 and registration will be on a first-come, first-served basis.

The session will be conducted by Dr. C. Joseph Sequin of Notre Dame's college of business administration and a staff of experts. It will address the needs of operators and is patterned in part after Notre Dame's executive MBA program.

For more information, contact Priscilla Lorenzin at AMOA, 111 E. Wacker Drive, Chicago, Il 60601; (312) 644-6610.

IAAPA joins literacy campaign

Members of the International Association of Amusement Parks and Attractions (IAAPA) are joining forces with Capital Cities/ABC Inc., the Public Broadcasting Service, Nabisco, and K-Mart department stores to combat illiteracy in America.

For the entire month of July, participating IAAPA members will host Literacy Festival U.S.A., an effort of the Read America, Win America campaign supported by the above companies. This includes redeeming nationally distributed "literacy dollar" discount coupons, calling attention to the growing illiteracy problem in the U.S., serving as sign-up sites for Americans who want to become involved in the literacy effort, and contributing a dollar for each $1 literacy coupon it redeems to combat illiteracy.

According to Jack Krantz, IAAPA president and owner of Adventureland Park in Des Moines, Iowa, "IAAPA members' facilities are an ideal place to reach Americans and let them know that good reading skills and a high school diploma will be even more important in the future than they are today."

Spearheading the effort for IAAPA is Ray Canady, IAAPA marketing committee chairman and president of marketing for Silver Dollar City in Branson, Mo. "This campaign assists everyone," he said, "It will attract more visitors to our members' facilities, and help strengthen our nation."

Results from a survey conducted by the U.S. Travel Data Center for the IAAPA indicate that this year nearly a third of all U.S. summer vacations will include outings to amusement or theme parks. For the second straight year, visiting such areas head the list of travel attractions included in plans of Americans vacationing between March and September.

WICO appoints Chevalier

WICO Distribution Co., of Niles, Ill. has appointed Chevalier International Trading Services to provide additional representation for the company in the overseas coin-operated marketplace.

Mireille Chevalier will represent WICO and will report directly to Vartkes Sinanian, director of export sales for WICO. Chevalier has been in the coin-operated industry since 1970 and has international experience as an owner/operator in France, in distributor sales in Europe for Atari USA, and as director of domestic/international sales for Exidy.

Mike Rudowicz, vice president of sales for WICO, said, "Ms. Chevalier brings extensive experience to our organization and will aid in the support and servicing of our international distribution network." Chevalier has headquarters in WICO's Niles facility and in San Jose, Calif.

In other WICO news, the company has purchased the ABT Coin Chute/Vaults Division from Reed Industries of Stone Mountain, Ga. WICO has begun manufacturing the complete line of ABT chutes, vaults, and accessories.

According to Edward G. Sokolofski, "WICO intends on restoring ABT to the leading position in the industry. WICO's five regional distribution centers (Los Angeles, Dallas, Las Vegas, Atlanta, New Jersey, Chicago) along with 800 phone service and field-sales, will insure 24-hour shipping and tremendous sales support for the ABT customer."

WICO serves both the amusement and vending industries and the personal computer/home video game industry. It maintains an inventory of over 20,000 parts and publishes an annual 520 page catalog.

Nationwide joins Parina

Parina Enterprises, Inc. of San Jose, Calif. has purchased a majority interest in Nationwide Vending Services, Inc., a vending management organization founded four years ago by Fred Pollak.

Nationwide will become a subsidiary of Parina Enterprises, Inc. with Nationwide's present management team of Fred Pollak, Daniel Brown, and F.J. Pollak remaining intact.

Parina owns Automatic Merchandising Co., a large northern California vending organization. Nationwide, located in southern California, provides national and regional chain organizations with a vending program, sub-contracting with local operator/affiliates.

Galaxy 200

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NEWS

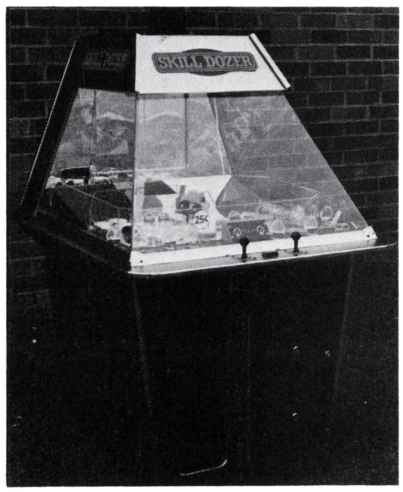
U.S. vending machine exports down

According to The National Automatic Merchandising Association (NAMA), the value of new vending machine exports by U.S. manufacturers dropped to a 10-year low of $17,435,000 in 1986, while the export of machine parts reached $21,633,000.

This data was compiled by the U.S. Department of Commerce. The annual vending machine export volume had been above $20,000,000 in recent years. The figures cover merchandise vending machines but not music and amusement machines.

Imports of vending machines and parts last year totaled $33,805,000 with Japan accounting for $12,473,000, nearly twice the value of shipments from Canada, which amounted to $6,903,000. Canada was the second largest importer to the U.S., followed by the United Kingdom.

By contrast, U.S. vending machine exports to Japan ranked near the bottom (30 units for $69,000), while Canada was the best U.S. customer for vending machines. Exports to the United Kingdom ranked second.



Kramer now offers complete prize packages for its newly introduced *Skill Dozer* merchandiser. Just call 800/GAME PAK (800/426-3725).

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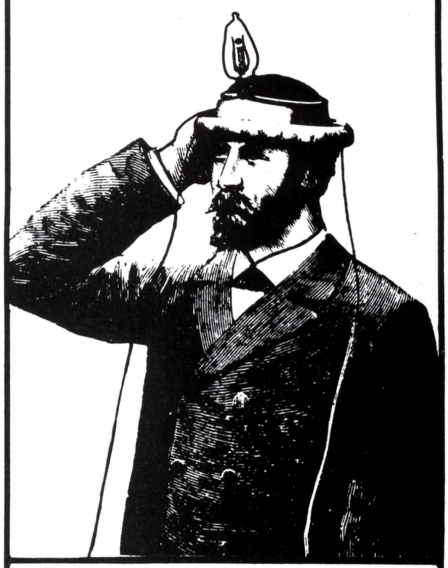

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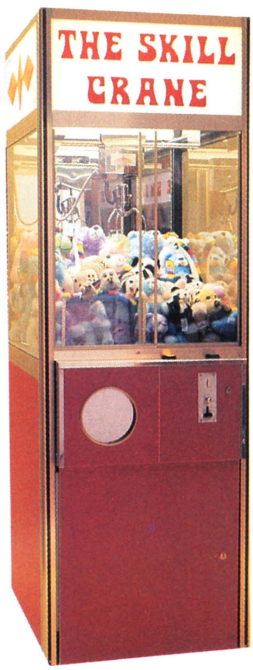

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TOURNAMENT & LEAGUE ACTION

Arachnid hosts BullShooter II

The English Mark Darts International Grand Tour, sponsored by Arachnid, Inc., concluded May 22-25 at the Rosemont Ramada O'Hare with the $25,000 finals. A total of 2,129 entries from all over the world competed in the event.

Four English Mark Darts *Super 6* boards connected to display televisions made it easy for onlookers to follow their favorite players. A total of 110 *Super 6*, *English Mark Darts 4500* and *Bud Mark Darts* boards were used.

Seven new world champions emerged from the competition: Bruce Holmes of Appleton, Wis., 501 singles: Australians Russ Stewart and Frank Palko, open doubles; Natalie Hanson and Karen Zimmerman of Oshkosh, Wis., women's doubles; and Terry Mutton of Peoria, Ill., and Carol Johnson of Cary, Ill., mixed doubles.

Two special events were held before the main tournament. The BullShooter All Star Team won a match against the West German team, and in a 701 mixed triples match the Australian team took on the Team Arachnid, with Team Arachnid prevailing 4-2.

These two matches determined possession of the European and Australian cups for the next year. Both cups will remain in the U.S. until they are challenged at the BullShooter III finals in May 1988. Competition for this upcoming event begins in August with the first of U.S. and overseas regionals. The tour follows a seven month promotion of Arachnid-sponsored tournaments.

There also was competition in baseball singles and 701 mixed triples (both played on the *Super 6*), and the first *Super 6 Cricket* open doubles event.

The "A" team from Arachnid--all 23 staffers salute the BullShooter II competitors.

Bruce Holmes, right, receives trophy from Paul Beall.

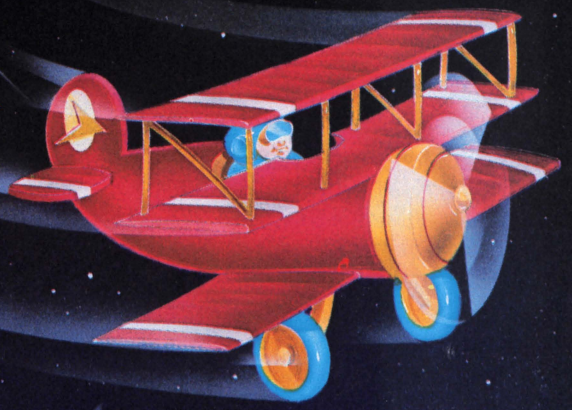
Paul Beall, center, and world doubles champs Russ Stewart and Frank Palko of Australia

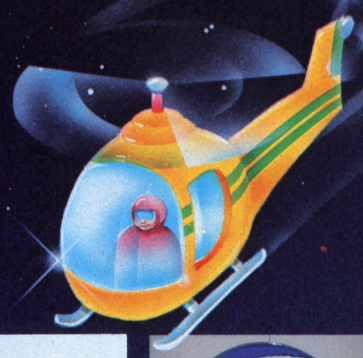
The West German team and Team Arachnid U.S.A. are congratulated by Paul Beall, center.

Sam Zammuto calls matches amid a sea of trophies.

WATCH YOUR PROFITS

ZOOM





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Scout Ball

Mini Ferris Wheel

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OCMA Championship

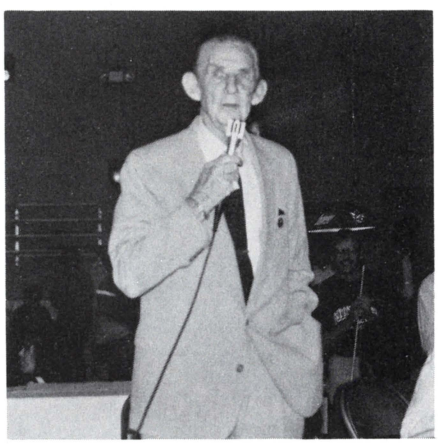
The sixth annual Ohio Coin Machine State Pool Championship drew 80 teams (64 men's teams and 16 women's teams) for the competition held at the UAW Hall in Lima, Ohio May 1-3.

National head judge for the championship was "Mr. Pool", Red Jones. After some intense and exciting matches the results in the men's division were: first place--The Alibi Lounge ($1,000-national spot-plaques); second place--Barley Pop Shoppe ($750-national spot-plaques); third place--Par 3 ($500-national spot-sponsor plaque-Valley cues); fourth place--Romie's #4 ($350-national spot); fifth place--R-Bar #5 ($150-national spot); sixth place--Norm's Inn #6 ($150); seventh place--Dewey's #7 ($150); and eighth place--Cactus John ($150).

It was the second win for The Alibi Lounge in the six-year history of the tournament.

Final results in the women's division were: first place--Wagon Wheel ($400-national spot-plaques); second place--Satellite Grill ($200-national spot-plaques); third place--Tracks Tavern ($125-national spot-Valley cues); and fourth place--Barley Pop Shoppe ($75). The Wagon Wheel took its second consecutive win.

OCMA thanks all charter holders who made the championship possible, including Gem Music & Vending of Dayton, John Ramberger, director; Elum Music Co. of Massillon, Phil Elum, director; Hughes Music Co. of Springfield, Rick Might, director; Capitol Vending Co., Inc. of Lima, Joe Cardone, director; Acme Music of Niles, Jerry Dunbar, director; R & Z Vending of Dayton, Ron Rentz, director; and A. Van Brackel & Sons, Inc., of Defiance, Lewie Hageman, director.



National head judge Red Jones, known as "Mr. Pool".

Lewie Hageman, left, receives OCMA Meritorious Service Award from Jim Hayes.

OCMA women's division winners in first place--the Wagon Wheel team.

OCMA men's division winners in first place--The Alibi Lounge team.

STATE ASSOCIATIONS

Ohio welcomes operators, manufacturers, and distributors to Cleveland

Moving to Cleveland from the traditional setting of Columbus, the Ohio Coin Machine Association held its annual convention on June 6 with the theme "Together We Can."

The theme was appropriate because the association is preparing to fight a severe battle concerning cranes and merchandisers. One of OCMA's members was recently drawn into the limelight of the situation when he had a crane confiscated. The attorney general of a county in Ohio recently issued a statement that said, "...it is my opinion that the possession and use of these machines is violative of the criminal law of gambling."

With white sandy beaches mere imagination away, OCMA held a luau that all agreed was a successful departure from the traditional banquet.

Philip Elum and Peg Hopkins were the wildest costume winners at the luau.

From left, Nintendo's Mike Minor and Frank Ballouz, Capcom's Bill Cravens, Betson's John Margold, and Rus Strahan of NSM.

From left, Herman Fox and Tom Brodnick of Cleveland Coin with Dan Dinnebeil and Melvin Erstling of Grayhound Electronics.

Jack Parker (left) and Steve Lipkin manned the Nancy Sales booth.

John Margold (center) of Betson talks with Alex Goldstein and Norm Goldstein of Monroe.

Philip Elum (left) and Steve Shaffer welcome Wally Bohrer to Ohio.

Mike McGrath of Shaffer Distributing and Lenore Sayers of Sega.

Jim Thompson (left) and Bill Delozier demonstrate their new *ShootUm* basketball game.

Instead of throwing him in the pool, Bill Cravens (right) decided just to dance with Bally's Joe Dillon.

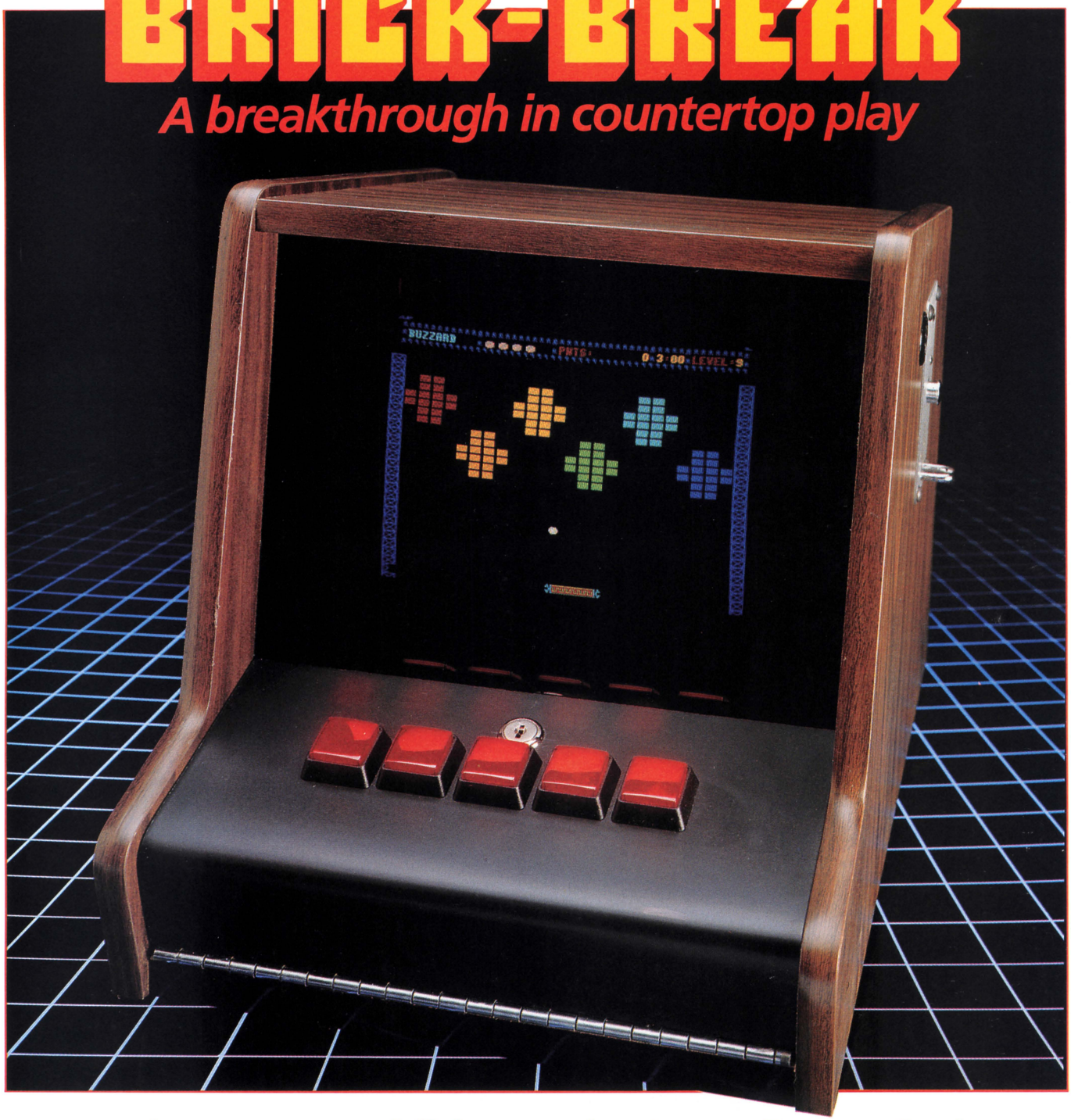
Corey's (OCMA executive director, Paul) hula girls, from left, Cathy DelCecato, Debbie Elum, and Claudia Wilson.

From left, Raymond Lowsway of Acme Vending and Music and Noel Small of Dan Brechner.

Who won the Joel Friedman look alike contest, Atari's Jim Newlander (left) or Betson's John Margold? Looks like a tie!

BRICK-BREAK

A breakthrough in countertop play



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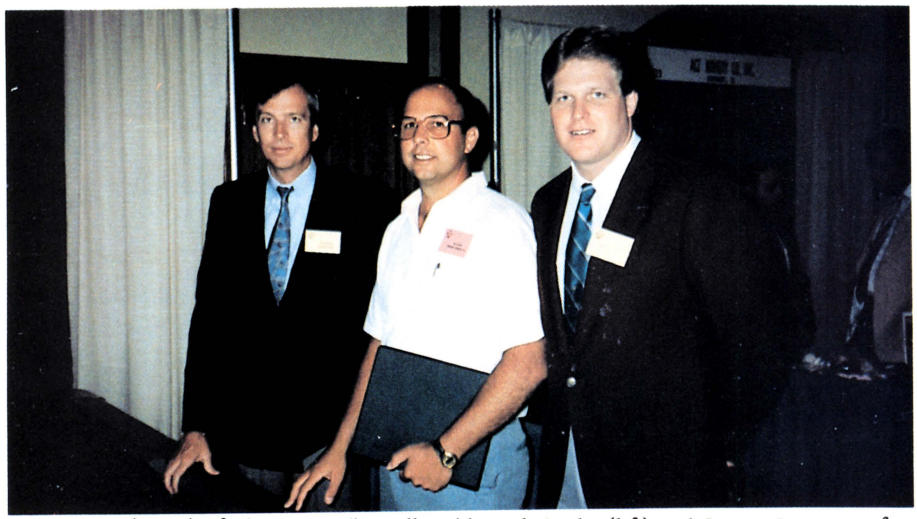
Betson's John Margold (right) shows Merit's Mort Ansky that he can make bullseyes, too.

Ed Griffith (right) talks with Jack Werbaneth of D & R Industries.



Sam Ciresi (center) of Pioneer Vending talks with Mark Struhs (left) and Damon Paramore of Dynamo.

Wally Bohrer

Walter Bohrer addresses operators at OCMA

Walter Bohrer, the AMOA president-elect represented AMOA at the Ohio Coin Machine Association convention the first week of June in Cleveland. Citing people as the major weakness (because of too few) and the major strength (because of those that pull together), Bohrer listed other weaknesses and strengths in the association and industry.

Standardization, the Notre Dame seminars, the National Dart Association, the government affairs conference, an insurance program, and the Wayne Hesch scholarship program were listed as major strengths of AMOA.

Bohrer added public perception as a weakness because "the industry does not spend enough time and effort to present the image that we need." However, he admitted that it was a problem that is being addressed and the industry should see great strides made in the future.

Bohrer informed operators that AMOA was making plans to hire a captive manager to run the affairs of the association for a smoother running association. Bohrer will take over the responsibilities of AMOA president in November.

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California or Bust!

On May 15, California operators converged on the Grand Champions Resort in Indian Wells, for the California Coin Machine Association's annual convention.

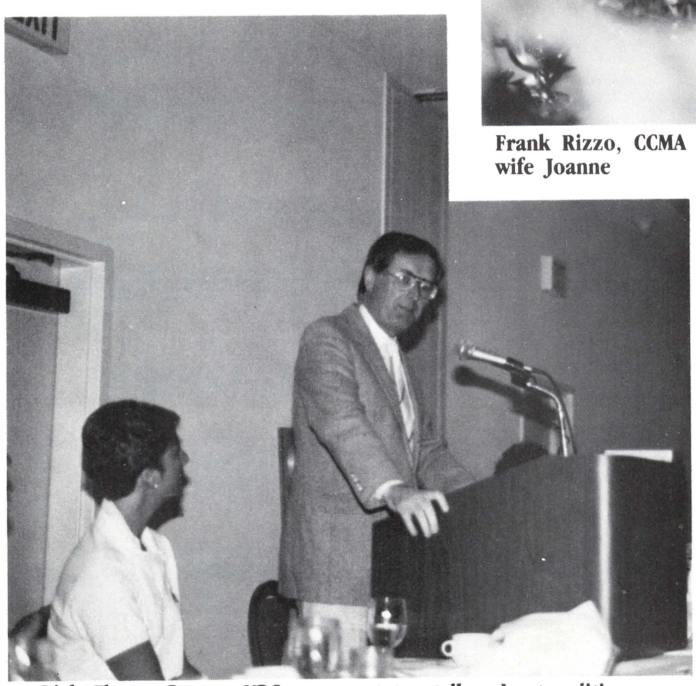
Clyde Love of Royal Vending Services received the Giant of the Industry award, presented each year to the individual whose leadership has done the most to enhance the coin machine industry in California. Dick Hawkins, president of AMOA, presented a $1,000 scholarship to Vincent Edward Castro, a California student, for his high scholastic achievements.

An auction of donated items, coin machine equipment, etc., raised money to help fun programs and activities throughout the year.

Speakers and seminars included tax attorney Jim Sullivan focusing on the changing tax laws; and Dick Flavin, a Boston NBC commentator spoke on politics and politicians.

From left, Aldo Donnaloia of Capcom, Greg Rice and Cherie Collier of Atari, Brian Duke of Nintendo (no, we don't have any idea what he's doing but Cherie seems uninterested whatever it is!), Ted Grosklos of C.A. Robinson, and Tim Jackson of Romstar.

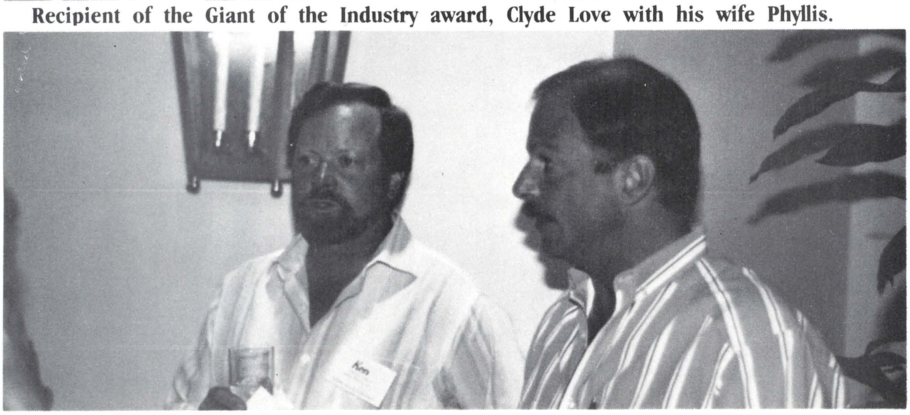
Frank Rizzo, CCMA board of directors from Score Family Fun Centers with his wife Joanne



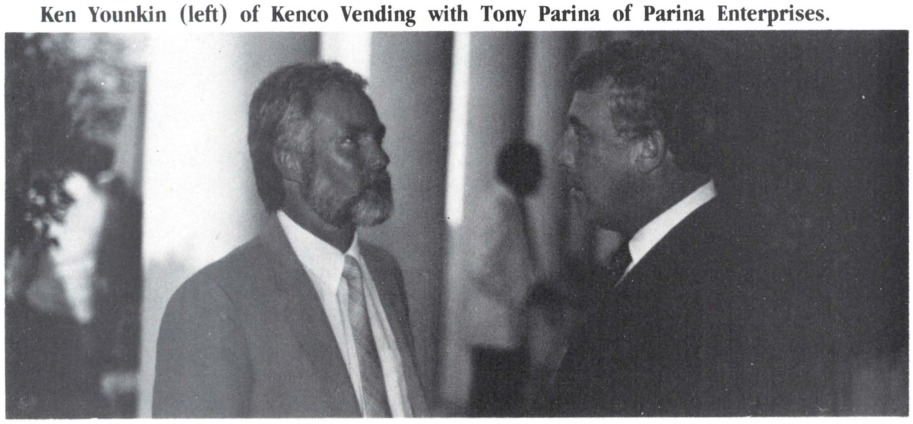
Dick Flavin, Boston NBC commentator talks about politics.

Marty Maitino (left) of Philip Morris, winner of last year's Giant of the Industry award, with Bob Lotzenhiser of Meyerlord Company.

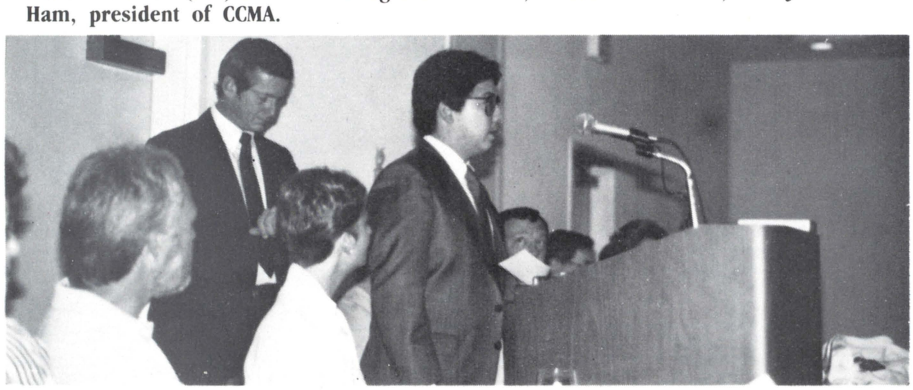
Recipient of the Giant of the Industry award, Clyde Love with his wife Phyllis.



Ken Younkin (left) of Kenco Vending with Tony Parina of Parina Enterprises.

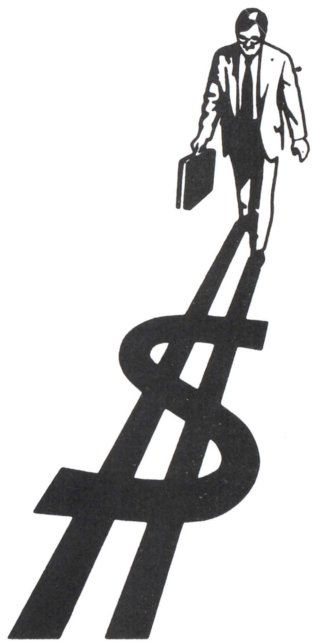


Richard Sherer (left) of Oakland Cigarette Service, treasurer of CCMA, with James Ham, president of CCMA.



Vince Castro (at podium) received a $1,000 scholarship from AMOA president Dick Hawkins (in background).

FROM
ANY
VIEWPOINT



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A Pin is Born

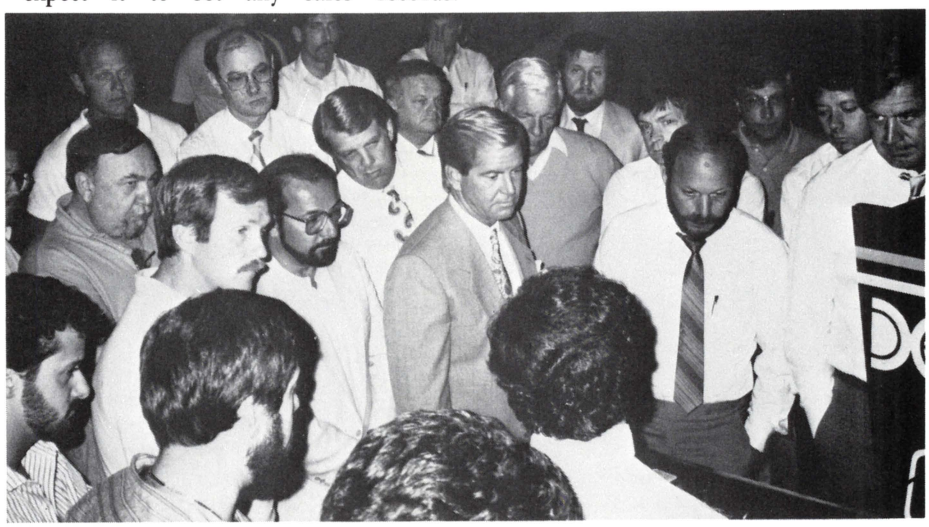
Data East brought its distributors to Chicago, the pinball capital of of the world, in June for a preview of its first pinball, *LaserWar*. Though shown at the ACME show in March, the game went home for further work. Originally scheduled for shipping in May, Data East decided that the game needed fine tuning before it was put out on the market. "The best way to enter the market is with a good product," Data East president Bob Lloyd told distributors.

Why would Data East attempt to enter the pinball market? Lloyd gave three reasons: a strong distributor network to give Data East the strength in sales and service it needs to introduce new product; the market can support a good product; and Data East will be able to offer the industry an American-made product. Lloyd stressed the stability of the company saying the U.S. office is stronger and able to start new ventures on its own.

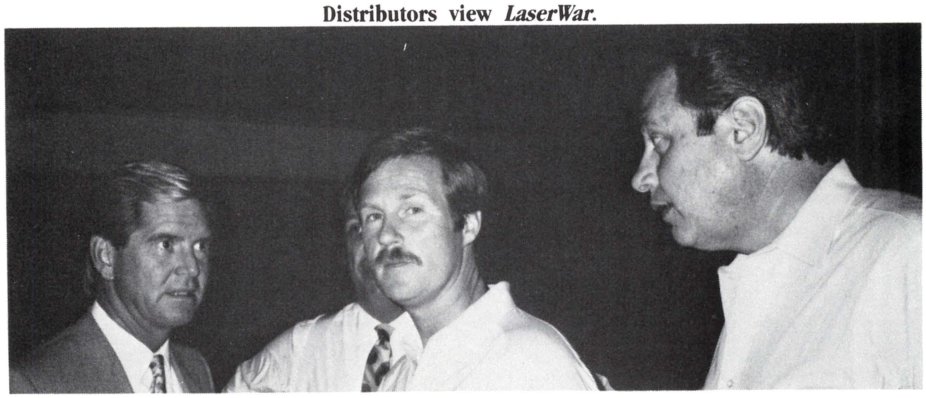
LaserWar is an extremely attractive pinball designed by a team that includes Gary Stern and Joe Kaminkow, both with years of experience in pinball. Stern's return to the pinball arena is a welcome addition to Data East. His dad, Sam Stern, was one of the pinball pioneers. Kaminkow is well-known for his work, also. *LaserWar* has enough challenges to hold the player's interest as he proceeds through several levels of progressively harder play.

Data East impressed on its distributors that the game would not be shipped until all the bugs had been worked out. Plans have been made for a special 800 number to be programmed into the machine so technicians will have it readily available should they need help. Distributors will also carry parts and supplies so operators will be able to get them with a minimum of time and effort. Distributors will be required to send a technician to a special technical training class. The emphasis, notes Data East, is service, service, service.

Will Data East be successful with its pinball division? Distributors agree that the game is exceptional for a first-time effort and most are anxious for it to come out. For some it may be wait-and-see, but Data East has expected some to feel that way and has considered it in its game plan. Lloyd told distributors that this was the first of many pinballs for Data East and he didn't necessarily expect it to set any sales records. However, he does expect it to show that Data East can and will make a pin as good as anybody else. Data East was right when it bragged of its distributor network and will have that advantage in its marketing strategy. For now, the industry is eager for the game and Data East is confident it won't be disappointed.

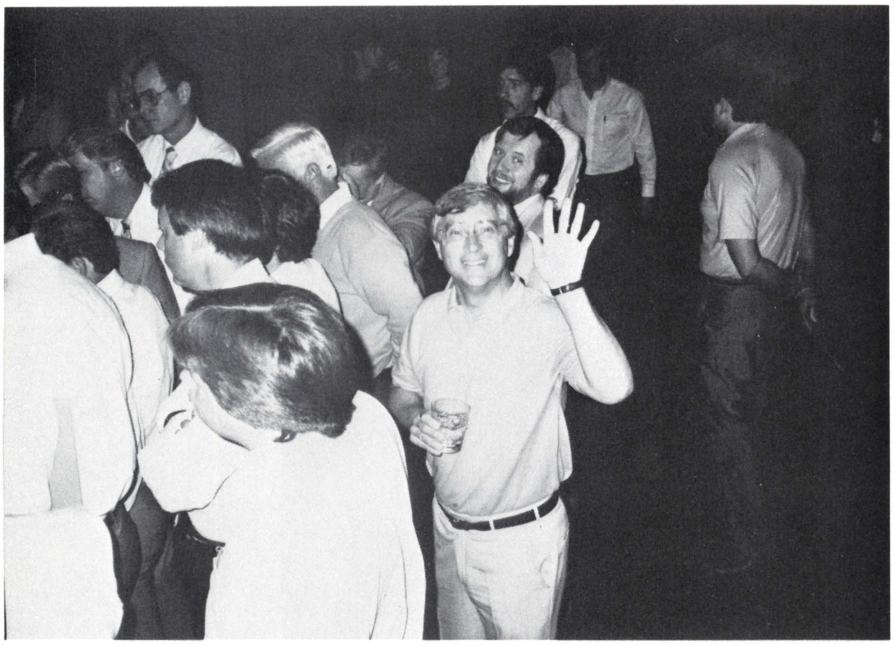


Distributors view *LaserWar*.

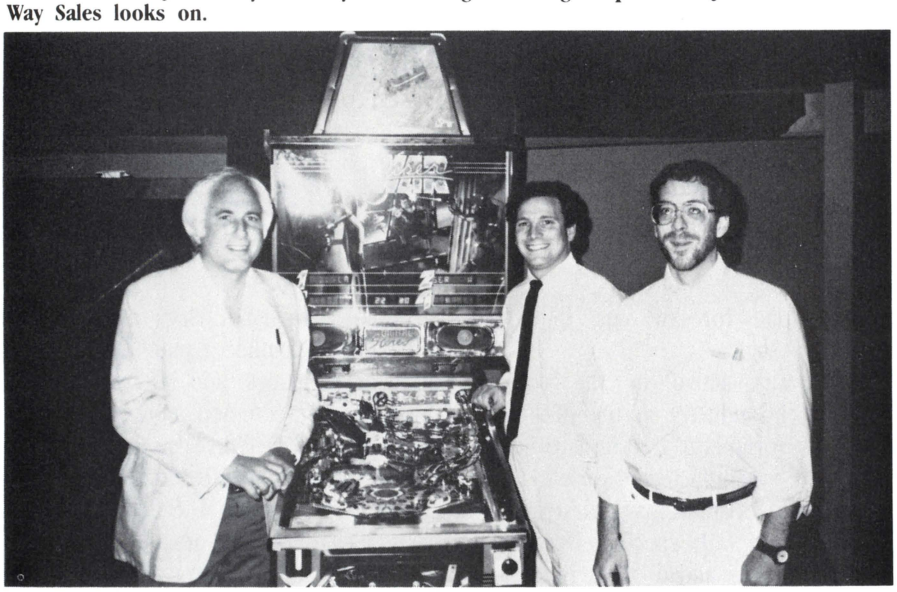


From left, distributors Steve Shaffer of Shaffer Distributing, Dave Patterson of Sunbelt Distributing, Rick Kirby of New England Coin Op, and Betson Pacific's Ron Carrara discuss the new pin.

Mike McWilliams (left) of General Leisure in deep thought as he listens to Joe Kaminkow (center) answer a question from Rich Babich, Colorado Game Exchange.



Hi Mom! That's Jon Brady of Brady Distributing hamming it up as Paul Janda of New Way Sales looks on.



Proud of *LaserWar* are (from left), Gary Stern, Joe Kaminkow, and Lou Rudolph.

Data East president Bob Lloyd (right) explains improvements to *LaserWar* to Shaffer's Bill Kraft.

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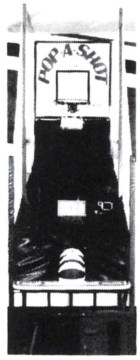

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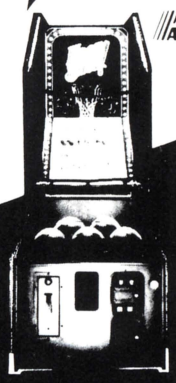

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If you were going to examine the industry's history--special effects and sounds on video games, solid state and microprocessor technology, conversions, laser disc games, dedicated games, promotion, home entertainment, arcades--Sega would be at the top of your list of companies to contact.

In June 1960, David Rosen founded a company called Sega and during its more than three decades, the company has been up, it's been down, it's been sold, and mocked for its predictions, but one thing no one foresaw was the pure stamina of Sega.

Rosen was active in the coin-op entertainment industry in the 60s when he helped formulate the first Japanese amusement manufacturers association. His company introduced the first line of coin-op games with special effects and sounds. Sega was ahead of its time even then.

In the 70s Sega was instrumental in the industry's transition to solid state and then microprocessors and its related technology. In 1978, Sega expanded by purchasing Gremlin, a manufacturer and designer of games, and its stock rose; a three for one common stock split in the latter part of 1978. Sega continued to expand in its arcade division as well adding a new concept called P.J. Pizzaz to its Sega Fun Centers.

In 1981, Sega chairman David Rosen made one of the most prophetic statements about the industry when he said at a distributor meeting that the industry would, not far in the future, see 60

Chairman of the Board
Isao Okawa

President
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Tokuzo Komai

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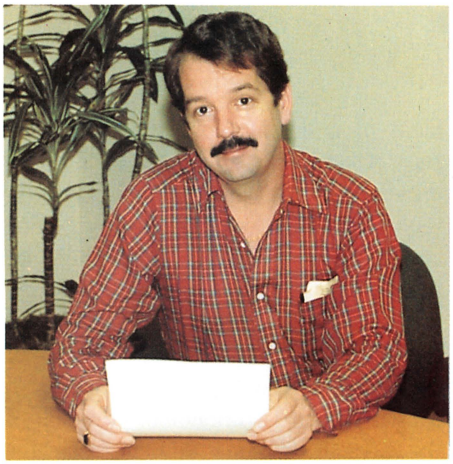
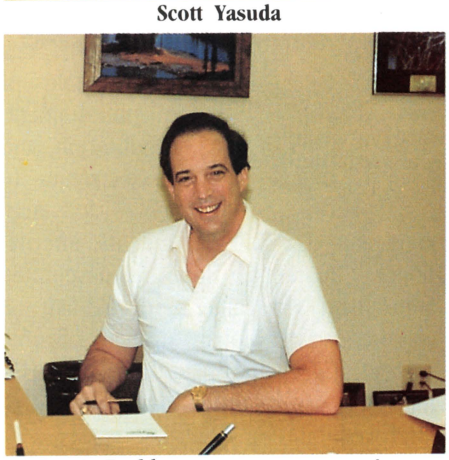
David Rosen

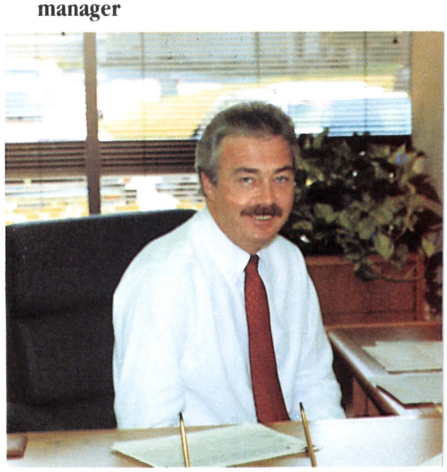


Howell Ivy

Scott Yasuda



Frank Rothhauser, customer service manager



John Hill, regional sales manager

percent of new games being sold as conversions. He was introducing Sega's Convert-A-Game system which he called a technological and marketing milestone for the U.S. video game industry. Rosen boldly stated that it was "a concept whose time had come." He addressed distributors with the warning that "we must not be lulled into believing that our industry's past successes will be as easily realized in the future."

These observations seemed clearly an abomination at a time when the industry was soaring; collections were still high, locations were opening up, equipment was being sold--nothing seemed to be wrong. Distributors, deceptively comfortable with high profit margins on dedicated games, were not receptive to the idea of selling inexpensive kits! Operators had already been exposed to the "kit" idea with Data East's Deco System and were not anxious to believe the industry was headed in that direction. And although Rosen would have been branded a prophet if the industry knew then what it knows now, Sega at the time was mocked for its insights.

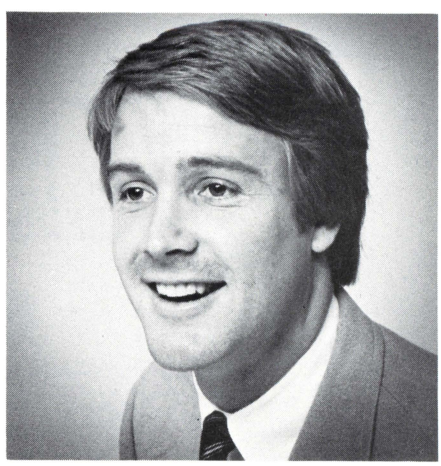
In the meantime, Sega introduced one of its most successful games, *Zaxxon*, but not as a conversion which seemed to contradict what Rosen had predicted about conversions. However, Sega continued trying to convince a fairly close-minded industry that it better be aware of the inevitable coming changes. Rosen observed, "I think there has been a failure on the part of the industry to recognize the economic needs of the operator." He steadfastly adhered to the belief that operators were placing themselves in danger by buying every game coming out because Rosen felt a market saturation was certain. "Market saturation may at first sound ominous and foreboding, however, change always presents new opportunities," Rosen said. "The problem is common to all operators--how to have all the latest games when prices are up and trade-in values are down."

With these thoughts, Rosen and Sega continued to tout the conversion concept with Rosen lamenting that "it is costly as well as rewarding to be a pioneer." Little did the industry know at the time that Rosen's original conversion percent of the market prediction, thought extremely high at the time, was actually conservative. The industry, a short time later, accepted conversion kits as an integral part of machine sales.

In 1982, Sega sponsored commercials featuring *Zaxxon*. It was the first time commercial TV had been used to attract player interest to an arcade video game. The commercials were featured on shows like Saturday Night Live, M.A.S.H., Different Strokes, and during major league baseball games. Said Rosen, "With competing games, capturing the attention of the player calls for new and innovative marketing techniques." Other manufacturers followed the lead and viewers soon saw an array of commercials featuring video games.

At the AMOA in October 1982, Sega shocked the industry by exhibiting a new technology in video games called laser disc. Though in its early stages of development, *Astron Belt*, wowed a disenchanted industry with the promise of "the best is yet to come." Though Cinematronics managed to have its laser offering *Dragon's Lair* to the market first, Sega will go down in history as the first to tantalize the industry with a laser disc game.

However, during the summer of 1983, things at Sega were precarious. The company sold its chain of Sega Fun Centers saying it was a move to concentrate its efforts in the coin-op arena. Ironically, Sega sold the arcades to Time Out Family Amusement Centers, a chain of arcades Sega would buy back in 1987. The chief executive officer of



Tom Petit

Gulf+Western, Sega's parent company, had begun looking for ways of disposing of Gulf+Western's massive corporate holdings. Citing "a dim outlook for the video industry in general," CEO Martin Davis put Sega up for sale.

Anxious to take advantage of Sega's laser technology, Bally Manufacturing bought Sega, although Sega retained the licensing and research rights. "We feel *Astron Belt* is the best of the new laser games and our first effort will be to bring that game to market," a Bally vice president said after the acquisition. But, it was not to be. The game, expected to be out in early September, was seriously delayed apparently because of the sale. The game came out shortly before the AMOA show, but expectations fell hopelessly short and the game did not make the expected impact.

Rosen, the same year, announced that he was resigning his position with the company he had founded nearly 35 years before. He assured a surprised industry that it had nothing to do with Sega being sold; he simply said, "It's time for me to take an intermission."

The next several years were relatively calm in Sega's history but in 1984 Gulf+Western sold Sega Japan to a group led by executives of Computer Services Corp., Japan's largest information processing company, and the previous management of Sega including David Rosen. Bally's purchase of Sega had included first refusal rights on all Sega-developed games and when that option ended in March 1985, it cleared the way for Sega to reopen an office in the United States.

Sega proved that it had not lost that magic touch when it introduced *Hang-On*. The concept was unique, different, and a little drastic. To introduce an expensive, rather large ride-on game when operators were clamoring for kits, kits, and only kits seemed insane. But once again Sega created a sensation and proved it was right in assessing market conditions. The game was a hit.

Through research and development, Sega maintains its high standards of quality and provides a wide selection of new and exciting video games that incorporate the most advanced technologies with superior design and software.

The staff of Sega includes Rosen, chairman of Sega U.S.A.; Michael Stroll (formerly president of Williams), president of a holding company formed by Sega responsible for all three divisions, arcade, consumer and coin-op; Tom Petit, senior vice president sales and marketing and a director; Scott Yasuda, senior vice president finance and a director; Howell Ivy, senior vice president operations and a director; Hayao Nakayama, president of Sega Ltd.; Bruce Lowrey, president of consumer; and Tico Bonomo, president of the arcade division. Bonomo was the original founder of the Time Out Family Amusement Center chain in 1969.

Sega recently held a distributor meeting in Chicago to introduce several new products. *Super Hang-On* intensifies the action of the original but with dynamic graphics and a special cabinet; and *Alien Syndrome*.

What is the outlook for this company? Sega said in its recent annual financial statement, "Sega expects the fields of home entertainment, home education, and home electronics to become large markets. Sega will expand its international markets for coin-operated amusement machines, developing a comprehensive global strategy. Special emphasis is being placed on the U.S. markets, which are showing signs of improvement."

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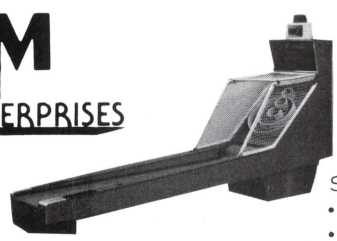

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Over 1,100 attendees crowded TeleStrategies' Pay Phone Expo West in Las Vegas in March . . . . Don't miss out this time around on such an incredible marketing opportunity for your company!

In addition to the exhibit showcase, Pay Phone Expo '87 East will include technical sessions covering the hottest topics in the pay phone industry, as well as pay phone association meetings. The technical sessions will be presented by a distinguished group of industry experts.

Las Vegas was such a success that many exhibitors asked for more exhibit hours. So TeleStrategies has designed a schedule that includes more exhibit-only hours for technical session attendees, as well as more technical-session-only hours for exhibitors.

■ FOR MORE INFORMATION ON EXHIBITING AT PAY PHONE EXPO '87 EAST, CONTACT HEIDI HAGEDORN AT (703) 734-7050.

PAY PHONE EXPO '87 EAST EXHIBIT HALL

Shaded areas = booths sold

HOLD THE PHONES!

by Steven Sharp

Since the deregulation of the pay phone industry, America has been flooded with a wave of pay telephones. Investors are eager to buy pay telephones; it's these investors to which this article is dedicated. The sense of urgency is understandable considering that everyone is a potential patron of a pay telephone; purchasing and locating pay phones can be a gainful opportunity.

However, after working in an electronics plant for several years, I discovered that many investors haven't the faintest idea about how to select a good pay phone. I am baffled by the willingness of successful investors to be taken in by poor excuses for telephones when making the correct decision on what to buy is crucial in making a paystation venture profitable.

Perhaps the first mistake when shopping for a pay phone is assuming that private pay phones are all the same. The quality and performance of pay phones currently on the market are as different and varied as Cadillacs and Volkswagens. To prevent investors from paying too much for too little, this article will offer advise from someone who has seen what goes on "inside" the phone business.

Before even deciding to buy a pay phone, remember that just because the potential market is present, there is no guarantee that you will gain from it. But you have a better chance if your decisions are well thought out, intelligent, business principles. Some take the idea of investing in a phone too lightly. And this is probably the second mistake made in investing in pay phones. Now, lets get down to how to make the right choice.

The first thing you should do is gather all the sales literature you can find on pay phones currently being sold. Most manufacturers print brochures showing the product and giving a brief description of the phone's features. Study the sales literature carefully noting the features and general appearance of each phone. You will probably notice immediately that some of the phones look like the traditional Bell phones; others will look very different. The common reaction is to be overly impressed with modern or unique styles. But marketing polls (conducted by the company I worked for) indicate that the general public responds much better to the familiar looking phone. This brief look at different appearances is the first step to finding the best phone for your needs. You would obviously look at all the available pay phones, but the point here is that you can decide which ones you like and dislike without any high-pressure sales gimmicks to influence you. When you have chosen the phones that appeal to you, take a closer look at the features and functions of each. This may or may not narrow the selections down further, but regardless, you will make yourself familiar with the features of each product.

After you have spent some time looking through the sales literature, and before you begin going to see the phones, please make a note of the following questions followed by an explanation of why each is important. The questions are not listed in any particular sequence because they should all be asked. It would also be advisable to take notes on the response to each question for comparison later.

1. What is the cost of the product?

Finding out the cost in the beginning can save time. There is no point in wasting half your day chatting about a product you find out later is too expensive. But remember to find out if the price includes collection, maintenance, installation, or any other costs which may be hidden by other companies quoting cheaper prices.

2. How long has the company been in this business?

If a company or it's product is less than a year old, there is a very good chance that there are still flaws in the design of its telephone. It's very costly, not to mention frustrating, to invest in a product that will spend more time in the repair shop than in service.

3. Does the company repair or handle repairs locally?

You should find out whether the phones are repaired across town or across the country simply to get an idea as to the time involved in getting your phones repaired should trouble arise. If the company or product is new this is especially important. Nearly all products will malfunction eventually, so be prepared to make these break-downs as painless, time-wise, as possible.

4. During repairs, how will you be reimbursed?

If the company does not repair the phones locally, find out how it intends to reimburse you for the time lost during repairs. Consider that a telephone in a good location will probably gross at least $75 per week. A two-week loss, considering repair and shipping time, could cost you more than $150

in lost collections and perhaps the location.

5. What is the length and extent of the warranty?

A product warranty is your best friend in any investment. Bear in mind that a good warranty will cover the telephone, unconditionally, for at least five to 10 years. Find out exactly what the warranty covers and the conditions of the coverage.

6. Is an upgraded version of the phone being developed or anticipated in the near future?

Most small companies begin the process of upgrading as soon as their products are ready to sell. Unless you ask, it's quite possible that the salesman will neglect to tell you of this fearing the delay or loss of the sale and because it could put doubts in your mind as to the reliability of the model presently being sold. If an upgraded version is being developed, find out why and what is being changed.

7. What quantities of phones are being produced and sold?

Though it would appear that your safest choice would be a larger company, there are some disadvantages to buying from an over-worked one. If a business is selling in large quantities, it usually means that it has a good product and will be around for some time. But it can also mean that it has a back-log of orders and repairs. This means you may have to wait weeks or even months to receive your order. Not to mention the days or weeks you may have to wait for repairs.

8. Can this company refer me to other investors in this telephone?

Always ask for references when you buy a new product from an unfamiliar company. The company obviously won't refer you to anyone it feels may give the product or the company a bad reference, but it will allow you to find out if these "satisfied" customers are really, completely satisfied.

Now that you have studied the literature and candidly answered the above questions about your choices, you are almost ready to see the products. But before you do, be forewarned that many salesmen will try to dazzle you with technical jargon in describing what the product can do. Don't let them confuse you, or make you feel ashamed for wanting clarification on the exact features of the phone. Simply state that you want to know in plain English what is being explained. You may encounter sales people who, through lack of knowledge of the product, may not really know just what they are saying. If you feel this to be the case, find someone with a better understanding of the phone and how it works.

Now, you're off to the market.

After you have endured the painstaking task of noting facts and figures about the different companies and their telephones, make comparisons. If anything in your notes seems incorrect, call back and confirm the information. It seems like a tedious process, but this extra caution is the crucial difference between getting swindled and making money.

There will be many different options available with the various phones. Many will be strictly suited to your own preference. However, one option that seems to cause dilemmas for many investors is the display option. Most manufacturers offer phones with an LED or LCD display. Both are very good

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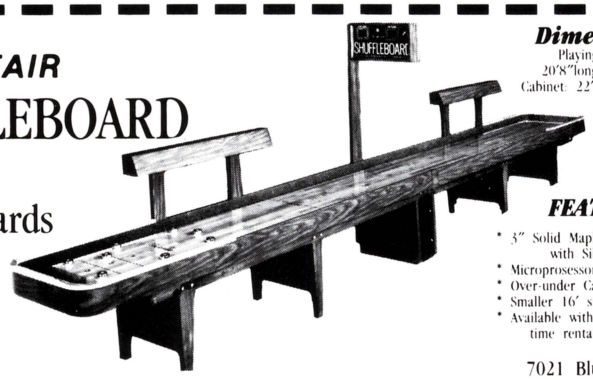

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in the appropriate lighting conditions; an LCD screen is impossible to see in the dark while LED screens seem to disappear in too much light. And neither is as effective in direct sunlight. You can decide which display suits your needs only if you have already decided on locations for the phones. If you have not yet found or decided on locations, you may consider buying phones without a display but with a voice module which tells the user when and how much money to deposit.

In my experience repairing telephones, I have observed that a large percent of the malfunctions are due to design problems or installation. Installation is as important to the performance of the phone as any aspect in production or design. Quite often, installation problems result from installers looking for the easiest way to install the phone instead of the correct way. For this reason, be present at the time of installation so you can reduce the chances of sloppy workmanship. You can also test the phone before the installer gets away. Getting someone to install the phone and getting him to come back out for service are entirely different tasks. Tell the installer that you would like a "dedicated" powerline; no other machinery will be operated off the same powerline as the phone. This will lessen your chances of having static due to electrical noise generated by other machines and helps prevent software problems in the phone caused by voltage surges created by larger machines. The software is a very delicate part of the phone and it's important for you to receive a copy of the programming instructions along with a complete explanation on how to reprogram the telephone should it ever be necessary.

After installation, make a few calls to verify that it's working properly, *before* the installer leaves. If there are any problems insist on having the matter(s) cleared up immediately. Never settle for less than complete satisfaction. If the phone is not working right in any way, do not settle for the excuse that the problems will clear up later. Telephone problems rarely get better on their own.

If you are careful from start to finish, you can create a very profitable pay phone enterprise. If not, you may wish you had never even considered investing in a pay phone. As you probably already know, or will quickly learn, there is no substitute for caution in your investments.

THE TRIP TO WASHINGTON IS WORTH WHILE

BY FRANK "THE CRANK" SENINSKY

[Frank attended the AMOA Government Affairs Conference this year as well as last year. His views on the conference are valuable because he is an operator and here he addresses other operators with the hope that they will make plans to attend next year. It truly is an event that is only as successful as the industry is willing to make it.]

I am very enthusiastic about what AMOA is accomplishing through the AMOA Government Affairs Conference, its annual lobbying trip to Washington, D.C. Armed with the experience from last year's trip, we were able to accomplish a great deal more this year for the good of the coin-op entertainment industry.

New Jersey was represented by Vinnie Storino of S & S Amusements, Toms River, N.J., and me. Operators from 32 states participated in the event. Most of these operators had special meetings set up with their senators and representatives or their legislative assistants. It may not seem like much at first glance, but collectively these operators spoke to at least 64 senators (or their aides), more than half of our 100 senators!

This annual trip is an excellent opportunity for us to educate our legislators about coin operated machines and the problems operators face as small businessmen. Not many associations come to Washington unless a major issue is on the Senate or House floor. We were told that we were the first group to even mention the Berne Convention issues with the Congressmen! The time to take action is when a bill is in committee (where most of the actual discussions really take place). It's even better if the legislators already know the industry and its problems so adverse legislation won't even get through committee.

Several congressmen were invited to speak to our group. Some couldn't make it such as James Wright (D-Texas) because of long committee sessions on the Hill that week, but a few did. Among them were Senator Rudy Boschwitz (R-Minn.), Senator Orrin Hatch (R-Utah), and Representative Tom Bliley (R-Va.). Each impressed upon us how few people or associations get involved in politics (two percent) and how most congressmen want to know about their constituents and their business problems. They may not always vote your way, but it never hurts to keep talking.

The AMOA/AAMA Congressional Reception (cocktail party with plenty of amusement games) was the highlight for me. About 30 Congressmen (see figure 1) attended along with their families and dozens of legislative assistants. This event is one of the many positive happenings taking place as AMOA and

Although unsuccessful last year, Frank "The Crank" Seninsky (left) and Vince Storino (right) this year met with New Jersey Senator Bill Bradley to discuss the Berne Convention and the compulsory jukebox license. They also spoke with Senator Bradley's legislative assistant, Barbara Bankoff.

...getting involved in national politics can really help our industry.

AMOA/AAMA LONGWORTH CONGRESSIONAL RECEPTION
ATTENDANCE LIST

Senator Arlen Specter	Rep	PA	Elected 1980
Representatives			
Glenn Anderson	Dem	CA	9th Term
David O'B. Martin	Rep	NY	3rd Term
F. James Sensenbrenner, Jr.	Rep	WI	4th Term
Bill Lehman	Dem	FL	7th Term
Richard Stallings	Dem	ID	1st Term
Anthony Hall	Dem	OH	4th Term
H. Marion Lancaster		NC	
Richard Schulze	Rep	PA	6th Term
Daniel Lungren	Rep	CA	4th Term
Bart Gordon	Dem	TN	1st Term
Floyd H. Flake		NY	
Elizabeth Patterson		SC	
Tim Johnson	Dem	SD	
Charles W. Stenholm	Dem	TX	4th Term
Douglas Applegate	Dem	OH	5th Term
David Skaggs	Dem	CO	
Nick Joe Rahall	Dem	WV	5th Term
Robert C. Smith	Rep	NH	1st Term
Joe Barton	Rep	TX	1st Term
Dennis M. Hertel	Dem	MI	3rd Term
Thomas J. Downey	Dem	NY	6th Term
Michael Oxley	Rep	OH	3rd Term
Jim Hayes		LA	
Kenneth Gray	Dem	IL	11th Term
Denny Smith	Rep	OR	3rd Term
Thomas DeLay	Rep	TX	1st Term
Fofo Sunia	Dem	Am. Samoa	Delegate

AAMA work together for the good of our industry.

It was at this reception that I started putting together a "Congressional Pinball Tournament" for next year's reception. Something was needed to attract more congressmen and their families to the reception. Of the 30 congressmen I spoke with throughout the week, all were in favor of participating in such a tournament. After all, they attend many cocktail receptions throughout the year which can become quite dull. It was decided that it would be a Democrat verses Republican tournament with brand new pinball machines going to the

AMOA members enjoyed Senator Orrin Hatch's (R-Utah) speech in which he predicted who would be our next president.

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AMOA vice president, Jim Hayes of Gem Music & Vending, Dayton, Ohio, visits with Congressman Tony Hall (D-Ohio) at the AMOA/AAMA Congressional Reception. They discussed several operator concerns in Ohio.

captains and high scorers. The winners agreed to donate the machines to needy youth organizations in their states. So far, Maury Ferchen of Bally and Marty Glazman of Williams have agreed to donate the pins, and Bob Geschine of Betson Enterprises will supply plush elephants and donkeys to all participants.

Next year's Congressional reception should draw a large number of legislators. As an operator, make sure to plan to participate in next year's AMOA Washington trip.

ISSUES DISCUSSED

Most of the congressmen and senators our group talked with really took the time to understand how the Berne Convention would have a negative impact on jukebox operators. It is my belief that we have an excellent chance of keeping the compulsory license or, better yet, a special exemption for jukeboxes. These con-

AMOA officer Jim Trucano of Black Hills Novelty Co., Rapid City, S.D., (left), with Congressman Tim Johnson (D-S.D.) and Karen Nagel of Alpha-Omega Amusements. As I recall, they were discussing Senator Bradley's bill to give South Dakota land back to the Indians.

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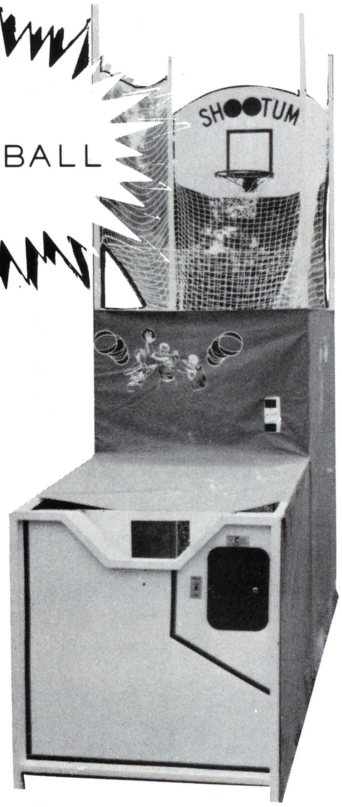

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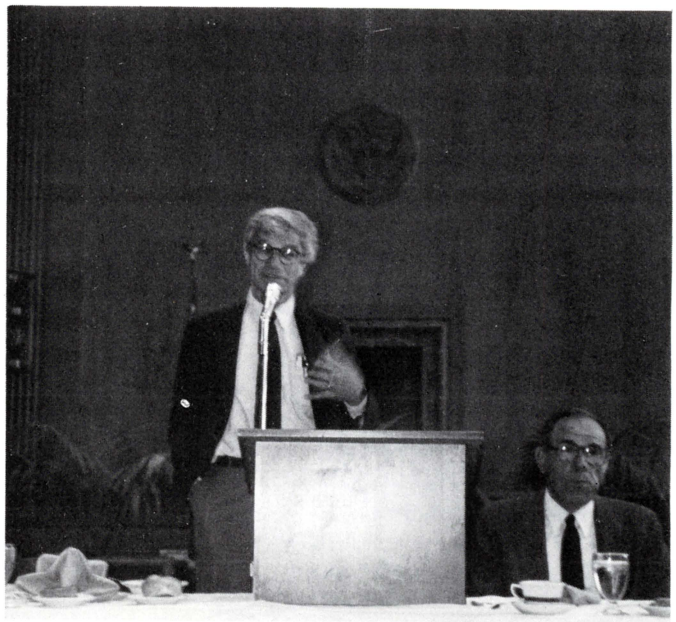

Senator Rudy Boschwitz (R-Minn.) addressed the AMOA at a luncheon on Capitol Hill. From left, Al Marsh, past AMOA President and head of the Government Affairs Committee, Steve Leiberman, and Richard Hawkins, AMOA President. The Senator told us, "If you ever get elected, just sell your business and go to Washington."

gressmen are now aware of how tough it is to profitably operate jukeboxes and how an increase in the license fee could mean the end of the jukebox business. The AMOA executive committee is right on top of the situation and has been working with congressional committee members for the past six months to work out a solution to this plaguing problem.

I spent a lot of time talking with Senator Lautenberg's chief aide, Mitch Ostrer, about parallel imports. Senator Lautenberg is an expert in this field and gets very involved in laws regarding patents, trademarks, and copyright protection of software. He is a true businessman who understands our industry. It's a shame that a copy of the Chafee bill (which as I understand would legalize parallel imports) wasn't handed out so we all could have discussed it in detail.

A session was held to discuss taxes and problems facing the tobacco industry; a 16 cent per pack excise tax increase is one example. AMOA has aligned itself with the tobacco industry, which has the strongest lobbying network in Washington. It was pointed out that although only about six percent of total cigarette sales are through vending machines, cigarette machine operators do far more than their share to help fight tobacco industry problems. That acknowledgement got a round of applause from the operators present.

I've found that getting involved in national politics can really help our industry. I wish that more operators could understand how we all can benefit greatly by constantly being where the decisions concerning our businesses are made. It is also my hope that manufacturers, distributors, and operators will continue to work together in a united effort to show our industry as one that equates to good clean fun and entertainment. Everyone involved in the amusement business who wants to promote the long-term health and well being of this

James Thorpe, Thorpe Music Co., Rocky Mount, N.C., chats with Congressman Glenn Anderson (D-Calif.)

industry should GET INVOLVED.

If you have comments or suggestions, I can be reached at Alpha-Omega Amusements & Sales, 6 Sutton Place, Edison, NJ 08817. 201/287-4990. As always.....keep cranking!

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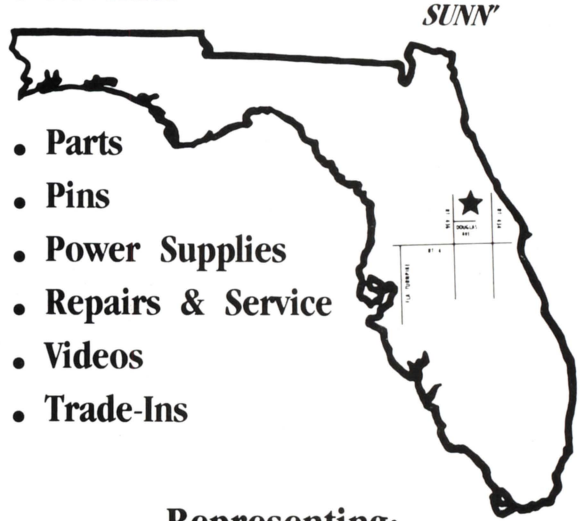

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Politics, food, and games at Bally Southwest

Bally Southwest combined food, games, and politics for a successful open house at the end of May. Bally's remaining distributor hosted operators and manufacturers at its Phoenix office for a day of conversation and games.

New games shown included Data East's *Gondomania*; Capcom's *Bionic Commandos*; Atari's new game from Sega, *Dunk Shot*; Bally Sente's *Rescue Raiders*; and Bally Midway's *Party Animal.*

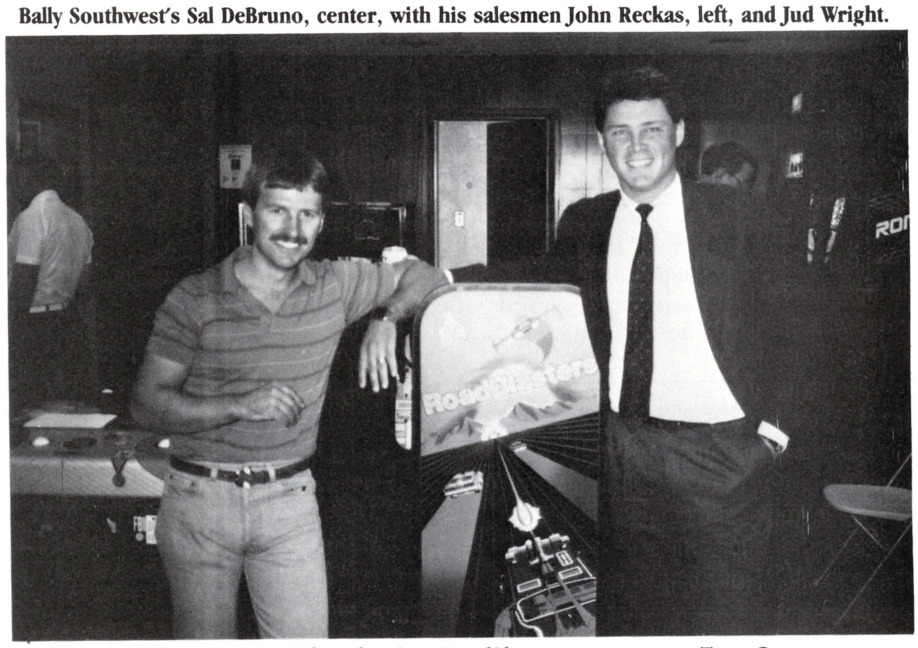
Operators were also absorbed in conversations about Arizona's new law relating to redemption equipment. As the law originally was written, the industry was lead to believe that effective July 19 cranes, skeeballs, pinballs, rotary merchandisers, and video games would be affected. However, an interpretation by the attorney general states that the only machines that will be affected by the new law will be merchandising equipment, since they would be included in the category of chance games. Pinballs and videos would not be affected.

One operator bitterly stated that he did not believe skeeball was in the same league as rotary merchandisers and cranes. "When this law takes effect, my business will really be hurt," he said, noting that a majority of his business is skeeball and he operates no cranes.

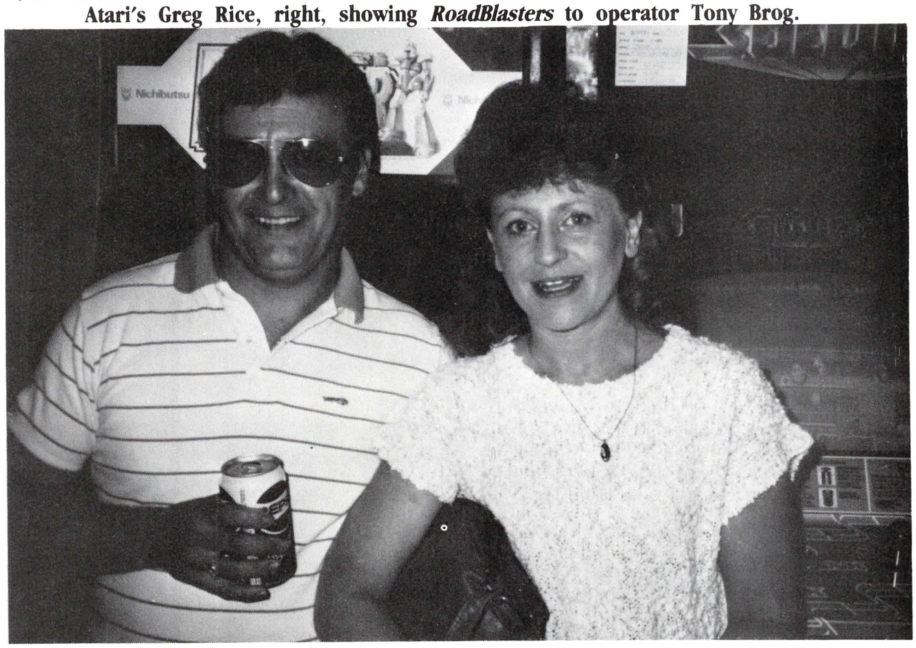
Another operator said he had planned to expand his game room from 5,000 to 8,000 square feet and adding quite a few skeeballs to his equipment lineup. However, with this law hanging over his head, he has put his plans on hold.

This open house was a good opportunity for operators and manufacturers to begin working towards a solution (one avenue is a temporary restraining order) to this adverse legislation. The Arizona operators association, dormant for the last few years, is gearing up to fight this legislation.

Bally Southwest's Sal DeBruno, center, with his salesmen John Reckas, left, and Jud Wright.



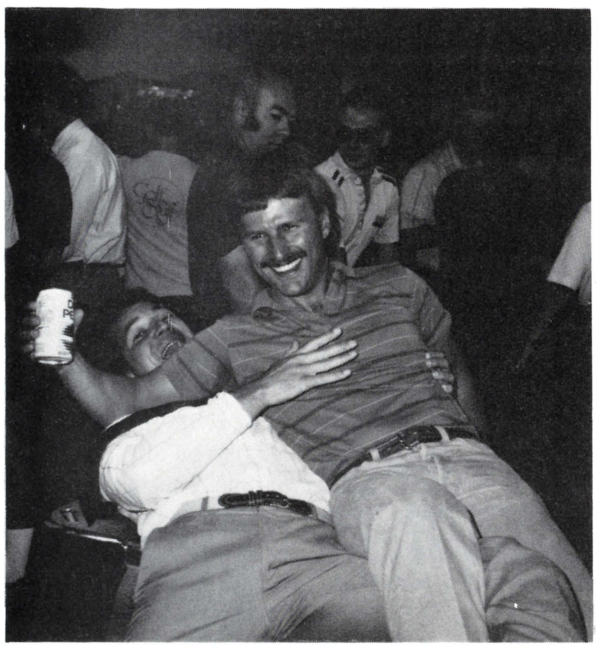
Atari's Greg Rice, right, showing *RoadBlasters* to operator Tony Brog.



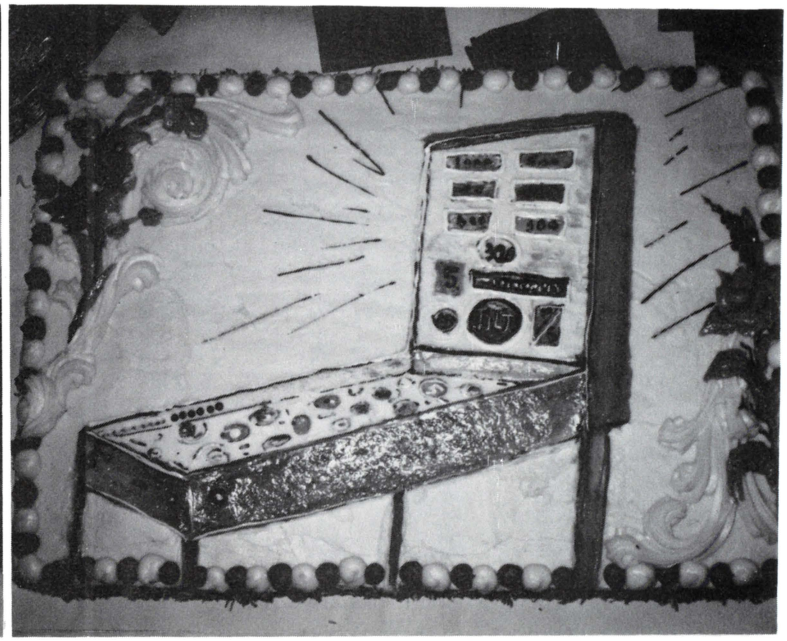
Operators Rick and Michele Caldwell of Video Roundup.

Sal DeBruno shows off his lovely wife, Gloria.

Jolly Backer, left, with Bally Southwest secretary Marian Shaw.



It's so hard to take a serious picture of Brian Duke, left, shown here with surprised operator Tony Brog.



This cake deserves a photo all by itself!

From left, John Baronne (Data East); Aldo Donnaloia (Capcom); Lenore Sayers (Sega); John Reckas, Sal DeBruno and Jud Wright (Bally Southwest); Greg Rice (Atari); Kim Yaffa (Status); Brian Duke (Nintendo); Ken Anderson (Cinematronics); and Jolly Backer (Bally Sente).

Quality People/Quality Merchandise Nancy Sales Celebrates 50 years

by Frank Seninsky

Now that many operators are firmly committed to operating cranes, rotaries, and redemption equipment, one of the major merchandise suppliers they should be familiar with is Nancy Sales Company of Chelsea, Mass. I have been dealing with this family-run company for over 10 years and have the highest praise for their integrity, ingenuity, and efficiency. It's not only the quality and diverse line of competitively-priced merchandise offered, but the dedicated people who work there that impress me so much.

The founders of Nancy Sales Company, Rose and Leo Brenner, are still very active in the business.

Nancy Sales Company, importers and wholesale distributors of stuffed animals (plush), novelties, giftware, souvenir items, housewares, and nautical goods, is now 50 years old. Its annual 100-plus page color catalog contains over 15,000 different items, which as of Jan. 1986, are stored in a new 250,000 square foot facility. Nancy Sales has grown from just two founders to its current 70 person staff.

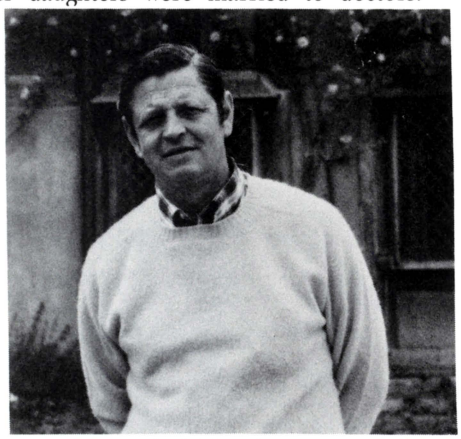
The two founders, Leo and Rose Brenner, have passed their values and ethics down through the generations, and that's really what Nancy Sales Co. is all about. Though the third generation is now in the business, both Leo and Rose were at their desks in usual fashion the day I visited. Leo told me he had been selling since he was four years old, but Rose sternly corrected him saying he was actually four-and-a-half when he made his first sale. Since Rose is the numbers expert, I'll take her word on it. Rose still puts in a full day of work every day and was doing the daily computer runs when I interrupted them. Leo, now 84, much like a colorful old-time country doctor, still takes his sample cases on the road to make "house calls." Rose has been trying to get Leo to slow down a bit but claims little success in this area.

Rose met Leo through a girlfriend who invited her to come along to a Brenner family open house. Leo worked as a salesman putting himself through law school and Rose insisted that Leo pass the Bar before they marry, which Leo did. After practicing law for only six months Leo realized he liked selling more than law. So in 1937 from the basement of their Belmont, Mass., home, they started Nancy Sales, properly named after their third of four daughters, who at the time was just a baby. Originally the Brenners sold in the New England states surplus giftware and housewares which they acquired from large chain stores .

I think the following story depicts just what is so special about Leo Brenner. I asked the Brenners if throughout the years they had one special customer that they remember. Rose pointed out that many of their original customers are still their customers today. Leo's favorite was a man named Sam Wolf who owned a small gift shop in Orchard Beach, Maine. Sam placed a $300 order one season and couldn't pay the Brenners at the season's end. Leo said he could wait until the next season. During the next season Rose sent Leo out to collect the $300. Sam not only couldn't pay the bill but told Leo he needed an additional $200 to cover another debt. Leo promptly wrote Sam a $200 check. Rose got upset not because Leo hadn't returned with the $300, but that Nancy Sales didn't even have enough money in the bank to cover the $200 check! But Rose secretly admired what Leo had done. Today Sam Wolf owns the York Animal Farm in York Beach, Maine, and is a very close friend of the Brenners. And yes, he paid Leo in full!

During World War II the Brenners moved to a small shop

in Boston and after the war Rose and Leo began importing china products from the Orient and established strong ties with Japan. Plastic products from Hong Kong were soon added to the company line. Nancy Sales grew and when in the 1950's more employees were needed it seemed unlikely the 2nd generation would follow in their parent's footsteps since three of the four daughters were married to doctors.



Nancy Sales president, Al Lipkin, does most of the traveling to the Orient and to many of the trade shows to man the Nancy Sales booth.

However, in 1958 daughter Nancy suggested Al, husband of Midge (daughter number two), who was then working for Sears, join the family business. The Brenner's son-in-law, Al Lipkin, did join the company and went on to become its current president and co-owner. Al keeps very busy traveling to the Orient and manning the Nancy Sales booth at trade shows. Al Meltzer, vice president & marketing director and other co-owner, joined Nancy Sales in 1959 after running his own gift shop.

Nancy Sales started importing from Taiwan in 1965 and from Korea in 1969. During the 70's and 80's Nancy Sales experienced tremendous growth. Several sales reps were situated in key areas of the U.S. and the Caribbean. Nancy Sales will exhibit this coming year at more than 25 national trade shows including AMOA, ACME, IAAPA, and several state association shows.

Bob Gold, Nancy's "Mr. Merchandise," came aboard in 1981. Bob Gold is a legend all by himself. He mainly covers the mid-Atlantic states but he also travels extensively visiting many amusement parks and arcades. I can relate a story about Bob which many operators will appreciate. I had to set up a large arcade on the New Jersey Shore and was so busy traveling that I didn't have time to order the merchandise. I gave Bob a call and completely trusted him to send me whatever merchandise he thought best which totaled about $25,000, including about $10,000 worth of flash to put in the prize counters and shelves. When I returned, the arcade was ready to open, completely flashed. Bob had indeed taken great pains not only to get the merchandise delivered on time, but he had not loaded me up with surplus inventory items (as some other companies may have done). Many of the items were less than complete cases, as Nancy is one of the few companies who will take the time and effort to break cases so their customers

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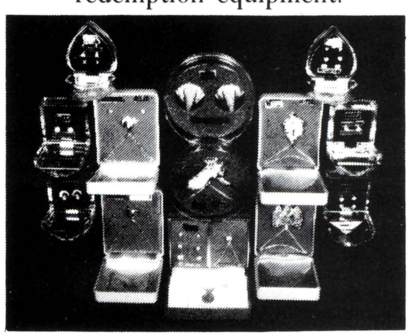

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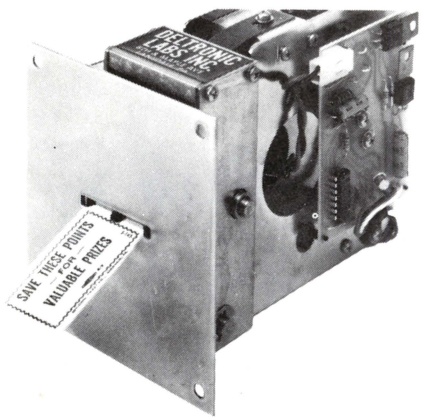
won't overbuy on an item. This is the kind of salesman that I want to do business with!!

Carrying on the family tradition are Al Lipkin's son, Stephen, and daughter, Debbie. Stephen is in charge of operations which include on-premises stuffed animal manufacturing (very few of their competitors have this), updating the computer system which tracks orders and inventory, and aggressively negotiating freight discounts for customers. On the average, freight rates to Nancy's customers have been greatly reduced through Stephen's diligent work.

Stephen took me on a special tour of the facility. After spending a short time with Stephen it's obvious that we can

In the Nancy Sales showroom are, from left, Debbie Lipkin Seresky, Stephen Lipkin, Rose Brenner, Leo Brenner, and Al Meltzer.

THE TICKET DISPENSER —WITH EXPERIENCE



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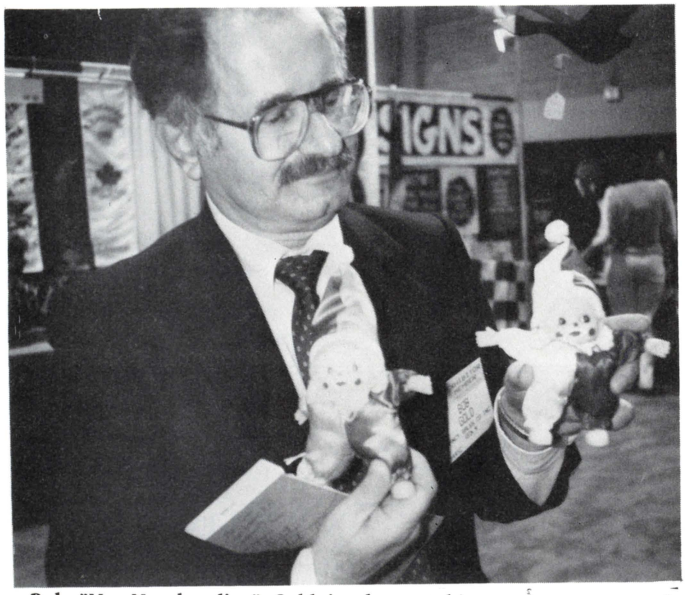

Bob "Mr. Merchandise" Gold is shown taking orders at one of the recent trade shows. You literally have to wait in line to get a chance to talk to him.

expect the same honesty, integrity and modesty in the future of Nancy Sales as we have known in the past. As a youngster Stephen remembers thinking that his dad worked in a gas station since his hands and clothes got so dirty at work. At 14 Stephen, too, had his hands dirtied by working in the warehouse. As a graduate of Stanford University (economics and sociology) and Harvard Business School, Stephen took on the job of developing a computerized system which enables most orders to be processed within 24 hours.

The computer also allocates all customer orders in the exact order they were placed (termed first order preference). Nancy Sales, as company policies, doesn't substitute similar goods for an out-of-stock item, unless the customer specifically requests it, and informs customers immediately when an item they ordered is not in stock. If delivery can not be made to the customer's satisfaction, the salesman will sometimes help place the order with a competitor rather than have the customer wait.

Nancy Sales' cases are available in smaller quantities, which makes it easier for average size operators to place orders. Many of the large chain arcades use Nancy Sales to prepack cases and ship them directly to individual locations, with Nancy keeping track of shipping dates and separate invoicing. Although more work for Nancy Sales, I see how this type of service greatly helps large companies.

An episode of the popular TV series "Spenser for Hire" with Robert Urich was filmed in Nancy Sales' showroom and warehouse this past fall. I'm told that Robert Urich was pinched on the cheek by Rose Brenner, with the love and affection that only one's grandmother can give.

The future success of all cranes and rotaries depends largely on the ideas and innovations for interesting merchandise. Rest assured that companies like Nancy Sales are sending people throughout the world seeking out new items. I have invited Stephen Lipkin to speak on the Merchandise Seminar panel at this year's AMOA trade show. You can hear from the experts what the future of cranes will be. You can reach Nancy Sales at 1-800-626-2947, or in Mass. at 617-884-1700.

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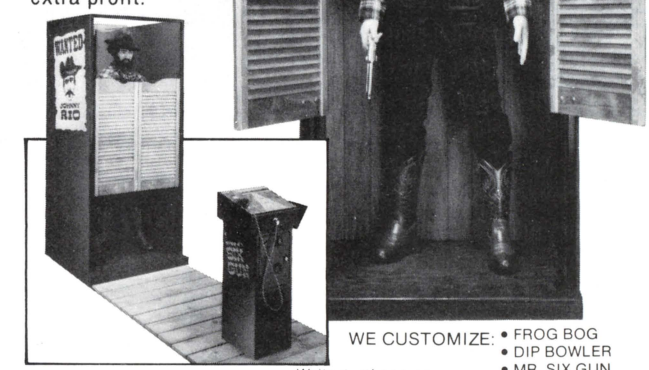

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Billboard TOP TEN

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HOT 100

	TITLE	ARTIST Label & Number/Distributing Label
1.	ALWAYS	ATLANTIC STARR WARNER BROS. 7-28455
2.	YOU KEEP ME HANGIN' ON	KIM WILDE MCA 53024
3.	HEAD TO TOE	LISA LISA & CULT JAM VIRGIN 7-99481
4.	IN TOO DEEP	GENESIS ATLANTIC 7-89316
5.	I WANNA DANCE WITH SOMEBODY (WHO LOVES ME)	WHITNEY HOUSTON ARISTA 1-9598
6.	THE LADY IN RED	CHRIS DE BURGH A&M 2848
7.	WANTED DEAD OR ALIVE	BON JOVI MERCURY 888 467/POLYGRAM
8.	DIAMONDS	HERB ALPERT A&M 2929
9.	WITH OR WITHOUT YOU	U2 ISLAND 7-99469/ATLANTIC
10.	JUST TO SEE HER	SMOKEY ROBINSON MOTOWN 1877

COUNTRY

	TITLE	ARTIST Label & Number/Distributing Label
1.	FOREVER AND EVER, AMEN	RANDY TRAVIS WARNER BROS. 7-28384
2.	BABY'S GOT A HOLD ON ME	NITTY GRITTY DIRT BAND WARNER BROS. 7-28443
3.	YOU'RE MY FIRST LADY	T.G. SHEPPARD COLUMBIA 38-06999
4.	YOU'RE NEVER TOO OLD FOR YOUNG LOVE	EDDY RAVEN RCA 5128-7
5.	THAT WAS A CLOSE ONE	EARL THOMAS CONLEY RCA 5129-7
6.	CHAINS OF GOLD	SWEETHEARTS OF THE RODEO COLUMBIA 38-07023
7.	LITTLE SISTER	DWIGHT YOAKAM REPRISE 7-28432/WARNER BROS.
8.	ALL MY EX'S LIVE IN TEXAS	GEORGE STRAIT MCA 53087
9.	IT'S ONLY OVER FOR YOU	TANYA TUCKER CAPITOL 5694
10.	LOVE YOU AIN'T SEEN THE LAST OF ME	JOHN SCHNEIDER MCA 53069

ADULT CONTEMPORARY

	TITLE	ARTIST Label & Number/Distributing Label
1.	IN TOO DEEP	GENESIS ATLANTIC 7-89316
2.	ALWAYS	ATLANTIC STARR WARNER BROS. 7-28455
3.	SONGBIRD	KENNY G. ARISTA 1-9588
4.	NOTHING'S GONNA CHANGE MY LOVE FOR YOU	GLENN MEDEIROS AMHERST 311
5.	MEET ME HALF WAY	KENNY LOGGINS COLUMBIA 38-06690
6.	THE LADY IN RED	CHRIS DE BURGH A&M 2848
7.	CAN'T WE TRY	DAN HILL COLUMBIA 38-07050
8.	I WANNA DANCE WITH SOMEBODY (WHO LOVES ME)	WHITNEY HOUSTON ARISTA 1-9598
9.	JUST TO SEE HER	SMOKEY ROBINSON MOTOWN 1877
10.	LA ISLA BONITA	MADONNA SIRE 7-28425/WARNER BROS.

HOT BLACK

	TITLE	ARTIST Label & Number/Distributing Label
1.	ROCK STEADY	THE WHISPERS SOLAR 70006
2.	DIAMONDS	HERB ALPERT FEATURING JANET JACKSON A&M 2929
3.	HEAD TO TOE	LISA LISA & CULT JAM COLUMBIA 38-07008
4.	WHY YOU TREAT ME SO BAD	CLUB NOUVEAU WARNER BROS. 7-28360
5.	WHY SHOULD I CRY?	NONA HENDRYX EMI-AMERICA 8382
6.	NEVER SAY NEVER	DENIECE WILLIAMS COLUMBIA 38-07021
7.	I DON'T WANT TO LOSE YOUR LOVE	FREDDIE JACKSON CAPITOL 5680
8.	STILL A THRILL	JODY WATLEY MCA 53081
9.	I WANNA DANCE WITH SOMEBODY (WHO LOVES ME)	WHITNEY HOUSTON ARISTA 9598
10.	I FEEL GOOD ALL OVER	STEPHANIE MILLS MCA 53056

OPERATORS TALK

MAD OVER M.A.D.D.!

[Play Meter recently ran an article praising Communidyne, Chicago, for its unselfish act of donating proceeds from its Breath Analyzer machine to Mothers Against Drunk Driving, M.A.D.D. The following is from an operator who feels that M.A.D.D.'s approach to the drunk driving problem is way off base. We thank him for taking the time to put his thoughts down and sending them to us. His views are certainly thought-provoking. If other operators have something they would like to see in print, we urge them to put it down on paper and drop it in the mail. This space is reserved for operators to vent their anger or extend praise or just let others know what operators are really feeling.]

Let me first say that I am *not* advocating drunk driving. Instead, I am very upset with how the lawmakers and police departments are handling the situation.

Cindy Lightner's daughter was not killed by a drunk driver. Instead, she was killed by the judge in the robe that turned the same drunk driver loose on many different occasions for the very same thing! There were already adequate laws on the books to deal with drunk drivers, and instead of Candy Lightner going after the real problem--the judge--she went after the public. Now the public is suffering. State lawmakers and police departments have jumped on the band wagon and made a complete money scheme out of it, but the judge that was really liable is still enjoying his good life on the bench.

You can't even leave your job now after 1:00 a.m. and go home without being stopped by the police and put through the sobriety test, even if you have not had a drink. This action by the police is absolute harassment. I, for one, am fed up with this type of nonsense and it is all because of Candy Lightner's taking the wrong approach. I also think the general public is getting fed up with this type of treatment. That judge, and others like him, are the ones who need to be behind bars.

Crime in other areas has skyrocketed, and the police in this community cannot catch a real crook because they are putting all their efforts now in traffic--that's where the big money is. The last count I had included 27 unsolved murders in this town. That's the highest I have ever heard of around here. A bank robbery can be going on on one side of town but the police won't leave their traffic posts to catch them. My place of business was broken into three times over the past and all the police did was write up a report. I even told them who broke in on occasions but they still can't catch him. But if someone called and said there was a suspected drunk driver someplace on the road, there would be at least three police cruisers to chase him down because they are easy prey and also *big money.*

Someone is going to have to take the bull by the horns and turn this thing around and it wouldn't surprise me if it doesn't happen within the next two years. We have had enough of M.A.D.D.

Josh Spense
Odyssey Amusements
Lexington, KY

TEN YEARS AGO

It was July 1977 that Play Meter editor and publisher Ralph Lally said "It's almost impossible to underestimate the importance of service as it applies to our particular industry. There is more to service than just being able to fix a machine promptly whenever it breaks down. Service is selling and selling is really what it is all about. Operators must sell the location owner on his reputation for prompt, reliable, professional service and deal with the owner honestly and openly. Sell the player what he wants--clean, well running machines and they will tell their friends."

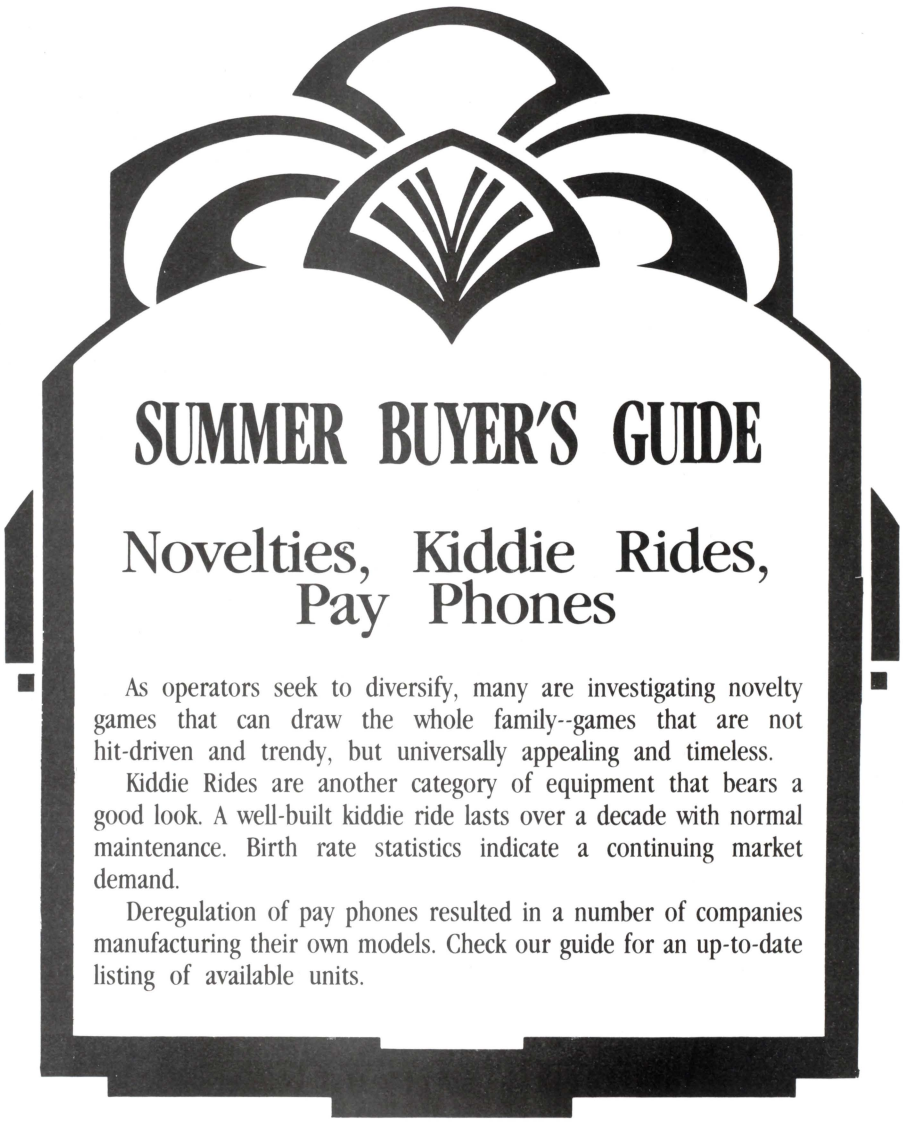
Continuing the theme of the importance of service, Nathan Bush was the coinman interview. Bush had sent a letter asking Play Meter to recognize the need service companies fulfill in the coin-op industry. Play Meter answered that "we did indeed recognize that and to prove it, we are featuring Mr. Bush, a Texas operator, as coinman of the month." Bush advised operators, "Don't ever send a board in [to a service company] and say it's broke, because we could spend hours trying to find out why it's broke. What does it do? If we know then we can go to a specific circuit." He also said that manufacturer schools were "pretty basic but they can teach the mechanic what to observe and that is what they emphasize."

Nolan Bushnell with a Chuck E. Cheese doll.

Another article focused on maintaining vehicles. "A good truck purchase in the first place is the best method of making sure repair and maintenance bills do not get out of hand," it read. The article also included steps to take in setting up and enforcing rules for keeping truck repair bills at a minimum.

The news in July 1977 featured an announcement on the opening of the new pizza chain, Chuck E. Cheese's Pizza Time Theatre combining a pizza restaurant with computer-animated performing characters and game rooms. It was billed as another entertainment innovation from Atari. Bally sponsored an electronics service program headed up by Bernie Powers. A total of 235 operators from every state attended to become familiar with Bally's new electronic equipment "designed with the operator in mind," according to Powers. Allied Leisure filed for reorganization under Chapter 11 of the Bankruptcy Code. "We are very much alive and we have every intention of surviving," said Allied president Mort Mendes.

New products that month included Bally's new *Evel Knievel*, the first all electronic pin. "The practical aspects of electronics," said Bally's director of marketing Ross Sheer, "convinced Bally that electronic technology in pinball assures a new era of excellence." Also featured in the New Products section were Exidy's *Score*, Ramtek's *M-79 Ambush*, Universe Affiliated's *Rio*, Meadows Games' *Meadows Lanes*, Bally's *Kick Off*, Atari's *Triple Hunt*, Gottlieb's *Jungle Queen*, and Irving Kaye's two pool tables *El Matador* and *Le Monte Carlo*. Roger Sharpe highlighted in his Critic's Corner column Bally's *Hang Glider*, Williams' *Big Deal*, and Sonic's *Mars Trek*.



SUMMER BUYER'S GUIDE

Novelties, Kiddie Rides, Pay Phones

As operators seek to diversify, many are investigating novelty games that can draw the whole family--games that are not hit-driven and trendy, but universally appealing and timeless.

Kiddie Rides are another category of equipment that bears a good look. A well-built kiddie ride lasts over a decade with normal maintenance. Birth rate statistics indicate a continuing market demand.

Deregulation of pay phones resulted in a number of companies manufacturing their own models. Check our guide for an up-to-date listing of available units.

The Amusement & Music Operators Association strongly believes that continuing education is a key to success for coin-operators in the amusement & music industry. Since 1983, AMOA member

Continuing Education = Success!

operators have had the opportunity to utilize continuing education to enhance their business skills through the AMOA-Notre Dame Executive Development Program at Notre Dame's campus in South Bend, Ind.

Designed specifically for operators,

the program is comprised of five (5) two and one-half day sessions. Sessions are held each spring and fall. Conducted by a leading Notre Dame educator who understands the needs of operators and patterned — in part — after Notre Dame's executive MBA program, sessions address these diverse operator topics... and much more:

- Accounting
- Budgeting
- Finance
- Human Resource Management
- Law
- Marketing
- Strategic Planning
- Taxation

There also are group assignments where participating operators are given a specific homework "project" to complete during the session. Better yet, each session gives operators an opportunity to learn in a campus environment *and* exchange ideas with fellow operators — a unique learning experience in itself!

Feedback from operators who have successfully completed all — or just a few — of the five sessions has been nothing short of phenomenal! In fact, all attest that they reap many benefits — monetarily and in business "smarts" — when applying what they've learned back home. Those operators successfully completing all five sessions also receive AMOA-Notre Dame continuing education certification.

The AMOA-Notre Dame Executive Development Program is one very important way that AMOA is helping members improve their business skills through one of the greatest training tools ever — continuing education.

AMOA: Working for You!

For more information on the AMOA-Notre Dame Executive Development Program — or AMOA membership, programs and services — call or write today!

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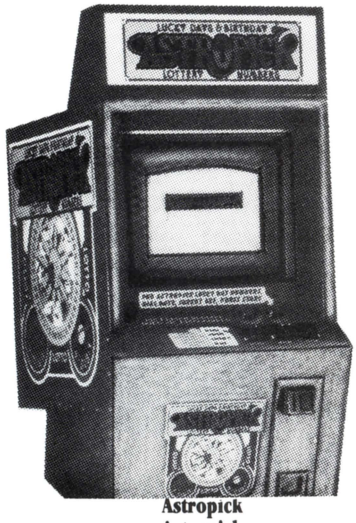

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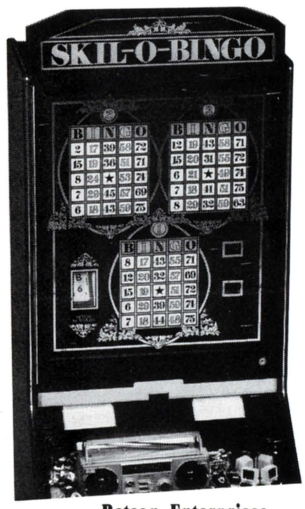
Speed Limit



Betson Enterprises
Skill-O-Bingo

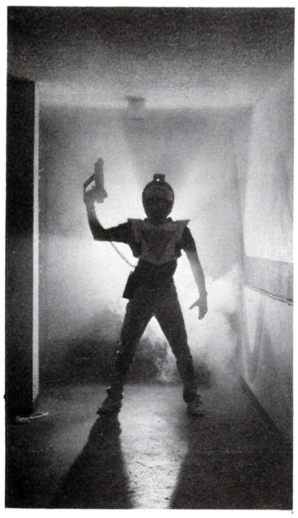
Betson Enterprises
The Prize is Right

Betson Enterprises
Trik Trak

Bhuzac International
Love Meter

BUYER'S GUIDE

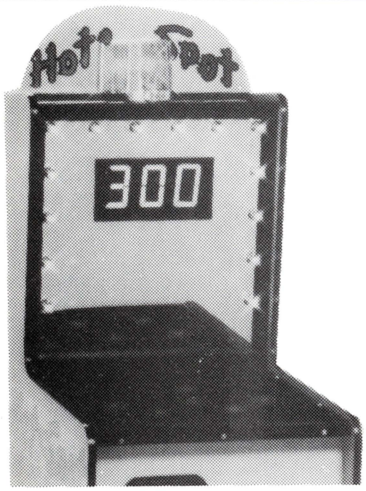
NOVELTIES



Blaster Tag
Blaster Tag

Bob's Space Racers
Bully Buster (child height)

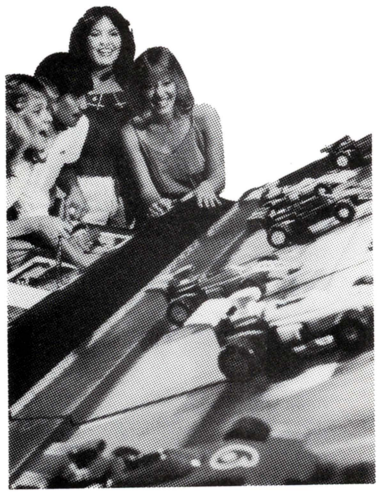
Bob's Space Racers
Can Alley



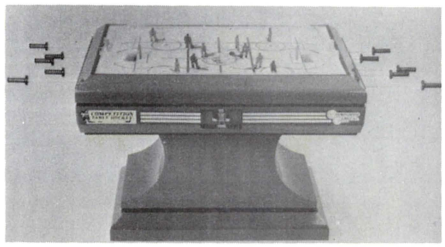
Bob's Space Racers
Hot Spot

Bob's Space Racers
Pattie Cakes (child height)

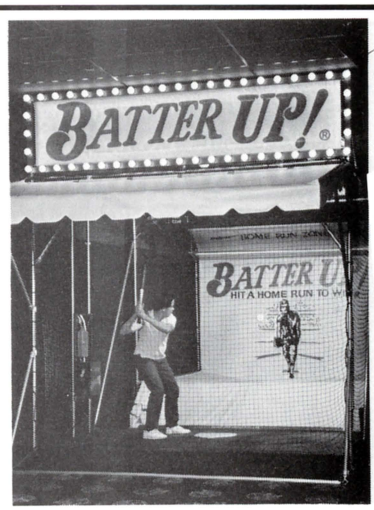
Bob's Space Racers
Whac-A-Mole



Bob's Space Racers
Super Shifter



Championship Games
Competition Table Hockey



Doyle & Associates
Batter Up!

BUYER'S GUIDE

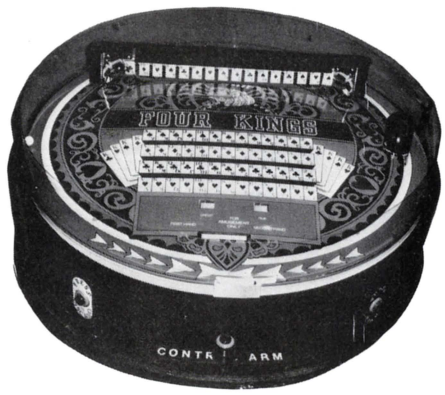
NOVELTIES

Doyle & Associates
Hoop Shot!

Doyle & Associates
Pro Pitch! (also Speed Ball)

Entertainment Enterprises
Tournament Ice Hockey

Grand Products
Grand Baseball



Grand Products
The Four Kings

Grand Products
Thunder Drome

ICE (Innovative Concepts)
Chexx

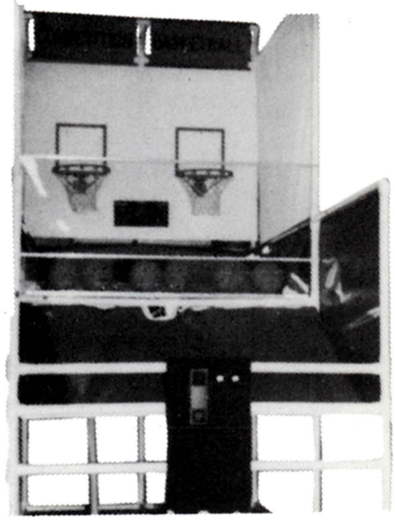
ICE (Innovative Concepts)
Kixx

ICE (Innovative Concepts)
Super Chexx

BUYER'S GUIDE

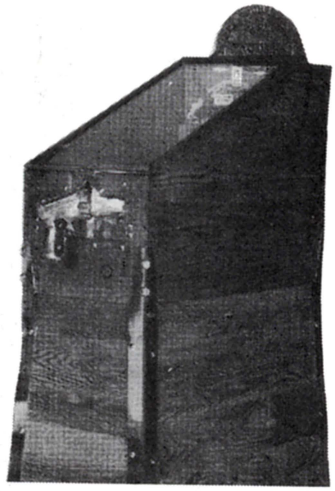
NOVELTIES

Imperial Investments
Speed Zone

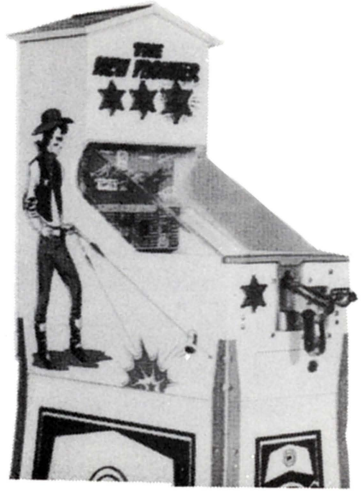


Intermark Amusements
Competition Basketball

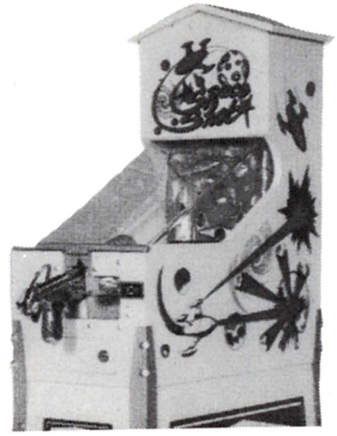
Johnston Products
Big Top



Johnston Products
Gold Nugget

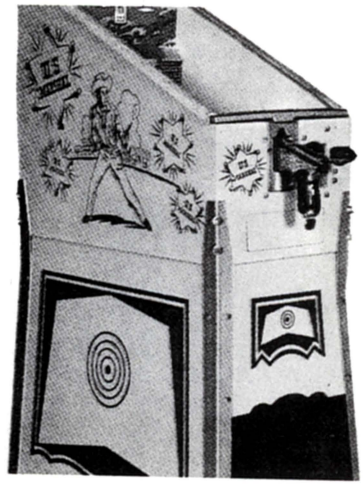


Johnston Products
New Frontier



Johnston Products
Space Shot

Johnston Products
The Challenger



Johnston Products
U.S. Marshall

Lazer Maze
Lazer Maze

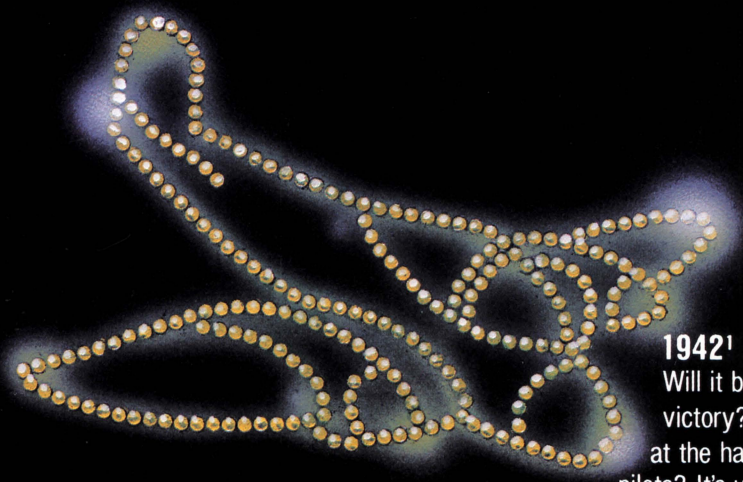
COMING
TO A
Play
Choice
10
NEAR
YOU
Nintendo
The Systems Company

NEW SOFTWARE FOR YOUR

Get ready for high voltage excitement as Nintendo presents its new video releases for the PlayChoice-10™ System.

With over 20 super-charged titles to choose from, you can create your own star-studded lineup. Rotate games to keep interest sizzling and your location on top of what's hot.

So turn on the excitement with PlayChoice-10. And watch your profits light up.

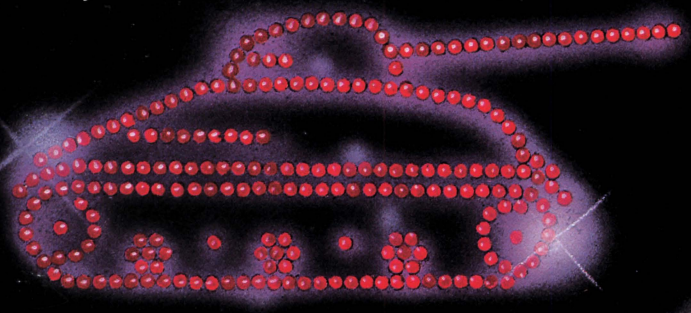


1942[1]

Will it be high-flying victory? Or defeat at the hands of enemy pilots? It's up to you and Super Ace to dodge and attack the incoming aircraft. Climb aboard and blast 'em out of the sky!

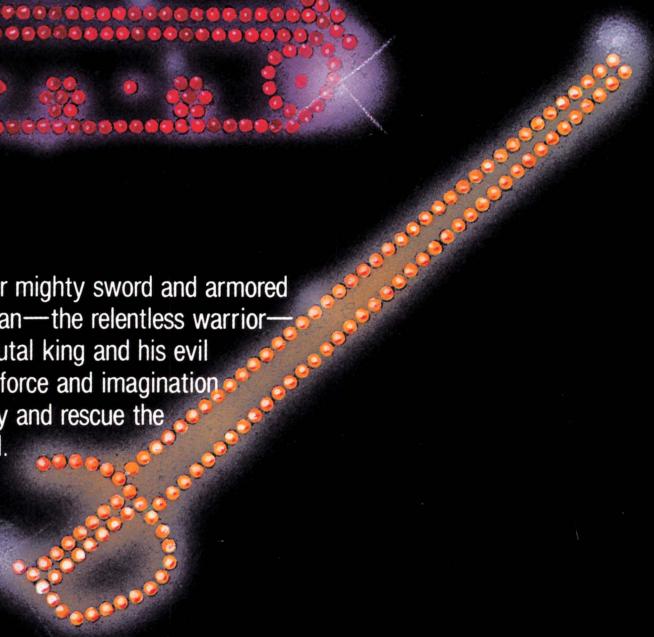
Rush'n Attack[3]

Your secret mission: to free dozens of POW's held captive inside a heavily armed guerrilla camp. Make your way with caution and skill to overcome the enemy, capture their weapons and destroy the base.



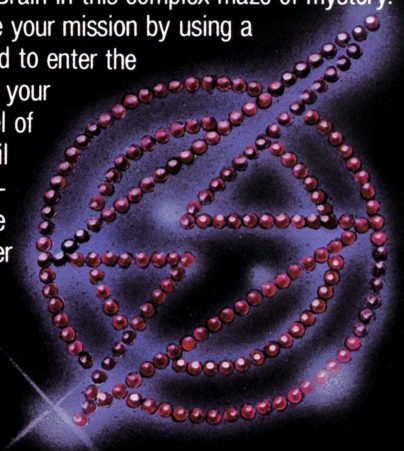
Trojan[2]

Armed with your mighty sword and armored shield, you are Trojan—the relentless warrior—in pursuit of the brutal king and his evil empire. Fight with force and imagination to defeat the enemy and rescue the people of the world.



Metroid™

You will have to take on the two mini bosses before you'll get your chance at destroying the Mother Brain in this complex maze of mystery. Continue your mission by using a password to enter the game at your last level of play until you vanquish the evil under ground.



TO ELECTRIFY Profits

Track & Field[3]

Go head-to-head with the competition in eight grueling athletic events: 100-meter dash, long jump, hurdles, javelin, skeet shooting, triple jump, archery and high jump. Start training for the arcade Olympics!

Castlevania[3]

Welcome to the deadliest dwelling on earth. Ghosts, goblins, demons and bats lurk in the shadows—all thirsty for your blood. Fight your way to the tower with your Magic Whip. Then face a duel to the death with the evil Count.

Look for these and other great new PlayChoice-10 game titles coming soon from Nintendo—The Systems Company.

Nintendo®

The Systems Company

YOUR SYSTEM FOR SUCCESS

Now, more than ever, PlayChoice-10 is the system of choice for your video game location.

Sure, it still offers ten proven titles in one narrow-body cabinet. Plus a growing selection of software that lets you tailor your system to suit your location.

But now there's the PlayChoice-10 conversion kit. It can put your old Punch-Out!!®, Super Punch-Out!!™ and Arm Wrestling games back in the running for top video profits as PlayChoice-10 systems.

What's more, by using our special Game Exchange coupons,* you can purchase new software for only a $25 handling fee per game. So you can keep the excitement going season after season with our newest game titles.

PlayChoice-10. Only from Nintendo. Make it your system for success.

Contact your Authorized Nintendo Distributor for complete details. Or call Nintendo of America Inc., **(206) 882-2040,** for referral.

Nintendo®

The Systems Company

Nintendo of America Inc.
P.O. Box 957, Redmond, WA 98052
(206) 882-2040

*Offer for receiving five Game Exchange coupons for each conversion kit purchased is available for a limited time only. Contact your Authorized Nintendo Distributor for details.

A limited number of dedicated PlayChoice-10 cabinets are available. Check with your Authorized Nintendo Distributor.

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[2]TM & ©1986 Capcom USA, Inc.
[3]TM & ©1987 Konami Inc. All rights reserved.

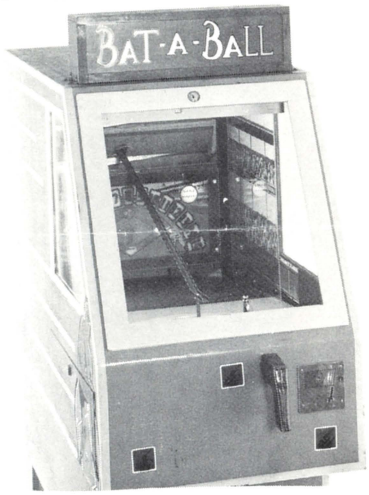
BUYER'S GUIDE

NOVELTIES

Meltec
Boom Ball

Meltec
Knockdown

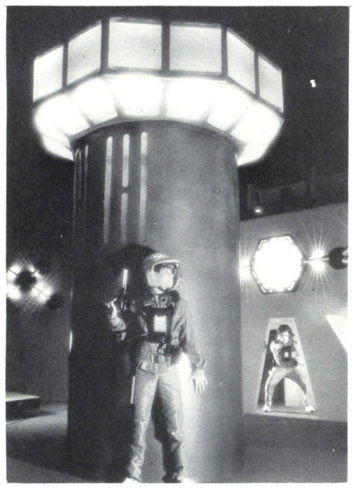
Mike Munves
Artists Reception



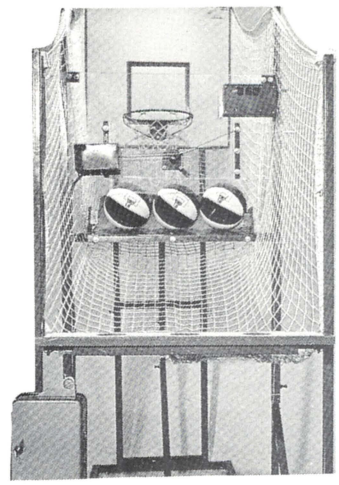
Mike Munves
Bat-A-Ball

Mike Munves
Love Tester

Mike Munves
Wheel of Love



Photon
Photon



Pop-A-Shot
Pop-A-Shot Poppa

Pop-A-Shot
Pop-A-Shot Jr. & Sit-Down

BUYER'S GUIDE

NOVELTIES

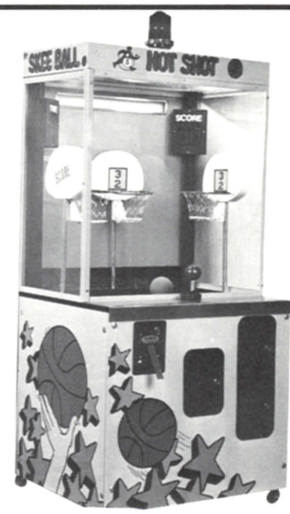
Profitable Games
Astrology

Profitable Games
Astro-Lotto

Profitable Games
Bio-Rhythm 500

Profitable Games
Bio-Rhythm 510

Russell Labs
Joke Phone



Skee Ball
Hot Shot

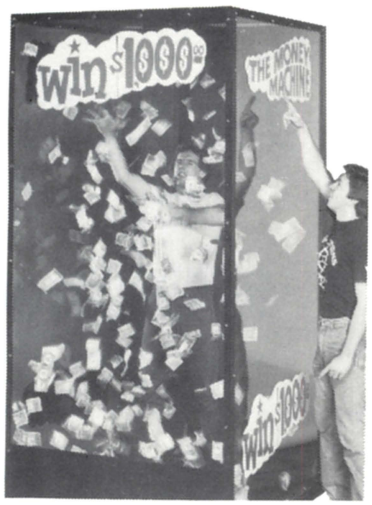
Smart Industries
Shoot To Win!

Smoky Mountain Sales
Shoot 'Um!

SMS Manufacturing
Lott-O-Help
(also countertop)

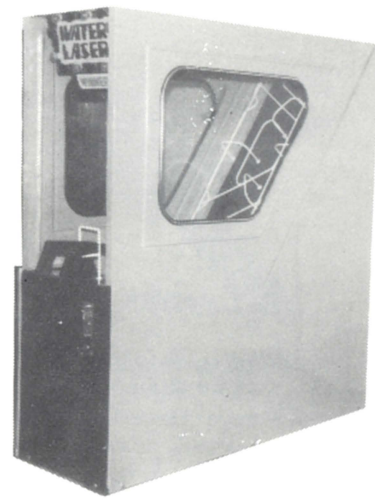
BUYER'S GUIDE

NOVELTIES



The Kiddieride Exchange
Money Machine

The Kiddieride Exchange
Ninja Gun (by Kasco)

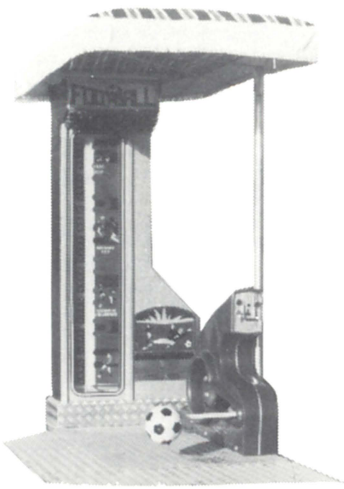


The Kiddieride Exchange
Water Lasers

Twelve Signs
Starscroll

Zamperla
Mr. Muscle

Zamperla
Punchball



Zamperla
Soccer Football

Zamperla
The Bull

Photo not available:

Adrian Enterprises
PsyColorgy
(provides personality profile based on color selection)

BUYER'S GUIDE

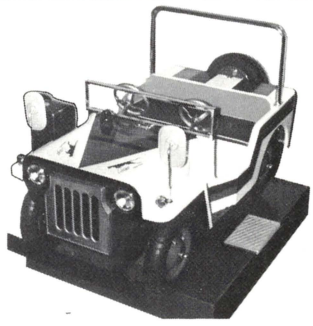
KIDDIE RIDES

Amusement Technology
Astro Blaster

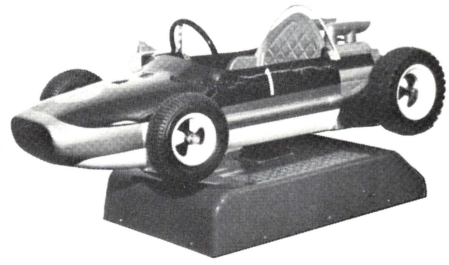
Amusement Technology
Carousel

Amusement Technology
Cessna

Amusement Technology
Cruiser

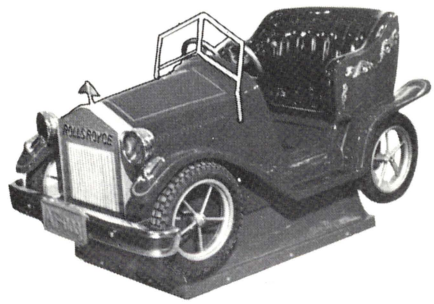


Amusement Technology
Jeep

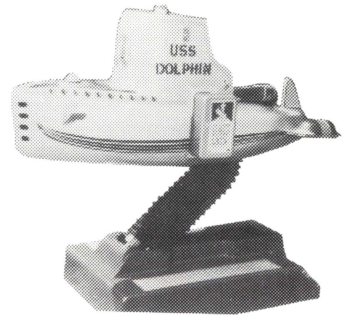


Amusement Technology
Lotus Car

Amusement Technology
Musical Ferris Wheel



Amusement Technology
Rolls Royce



Amusement Technology
Submarine

Autorovo
Bello

Autorovo
Chopper II

Autorovo
Crocodile
(also Bear, Elephant & Hippo)

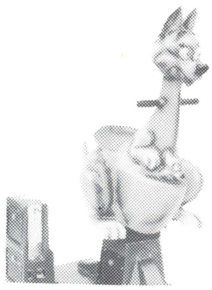
BUYER'S GUIDE

KIDDIE RIDES

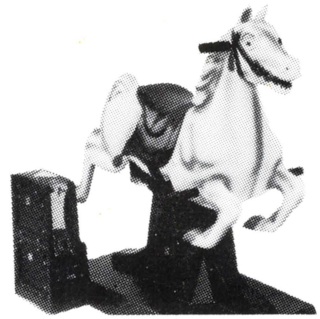
Donkey
(also Duck, Cat & Dog)

Autorovo
Flying Eagle

Autorovo
Jetpack



Autorovo
Kangaroo



Autorovo
Horse

Autorovo
Nessie the Dragon
(mechanical & hydraulic)

Autorovo
Old Timer Renault

Autorovo
Race Car

Autorovo
Rally Star

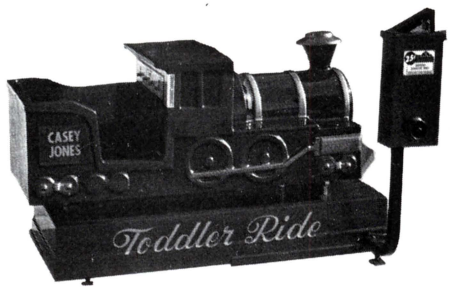
Autorovo
Snail

Autorovo
Starfighter

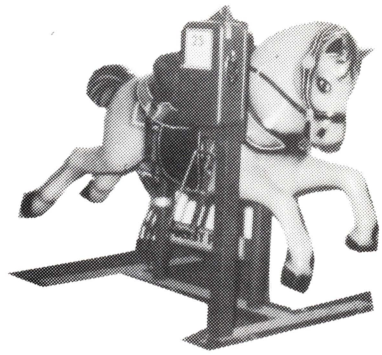
Autorovo
Thunderbolt

BUYER'S GUIDE

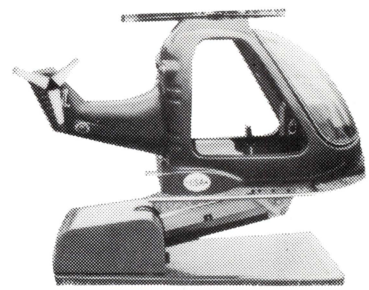
KIDDIE RIDES



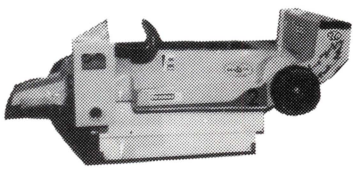
Carousel
Carousel Express



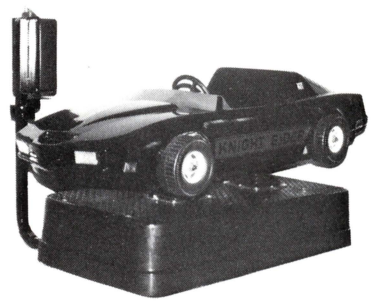
Carousel
Derby Pony



Carousel
Helicopter

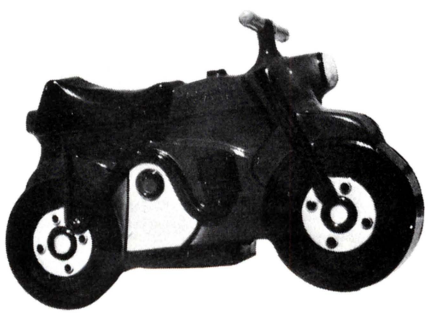


Carousel
Indy Race Car



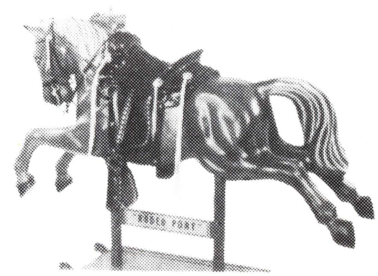
Carousel
Knight Rider

Carousel
Jr. Carousel

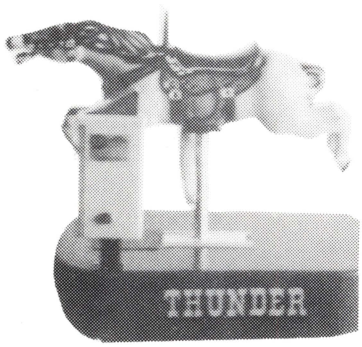


Carousel
Jr. Motorcycle

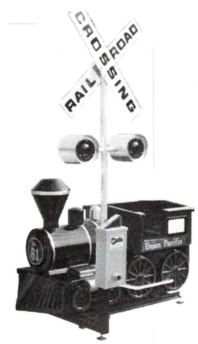
Carousel
Mustang Pony



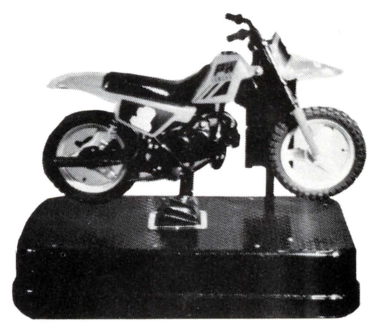
Carousel
Rodeo Pony



Carousel
Thunder Horse



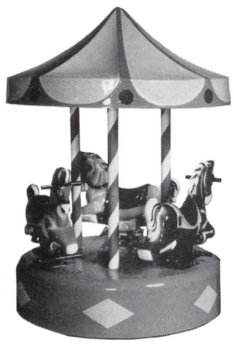
Carousel
Union Pacific



Carousel
Yamaha 2 wheeler
(also 3 wheeler)

BUYER'S GUIDE

KIDDIE RIDES

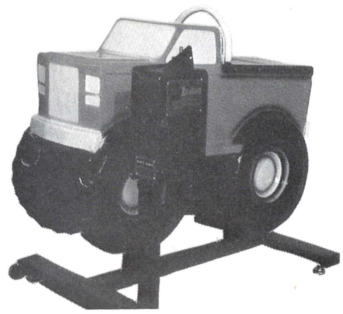


Kiddie Amusements
Kiddie Karousel

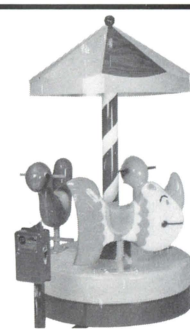
Kiddie Amusements
Motorcycle

Kiddie Amusements
Rebel Truck

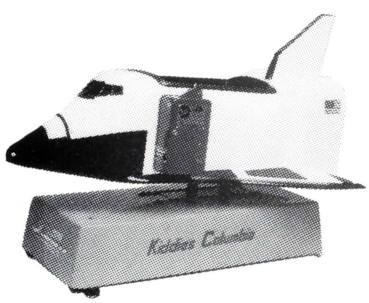
Kiddie Amusements
4 wheeler



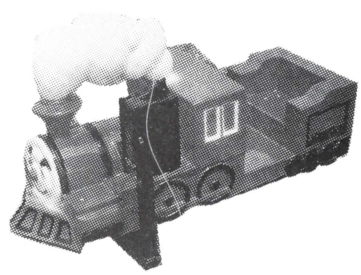
Kiddies of Florida
Big Foot



Kiddies of Florida
Carousel

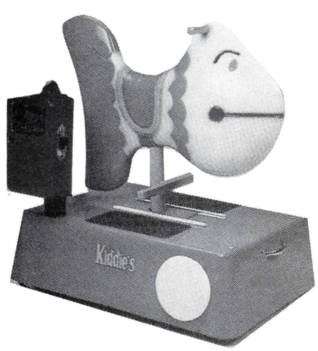


Kiddies of Florida
Columbia



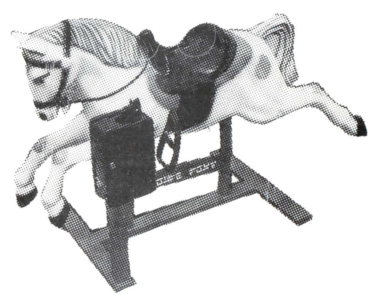
Kiddies of Florida
Fun Train

Kiddies of Florida
Happy Frog



Kiddies of Florida
Jr. Fish
(also chicken,flipper & worm)

Kiddies of Florida
Motorcycle

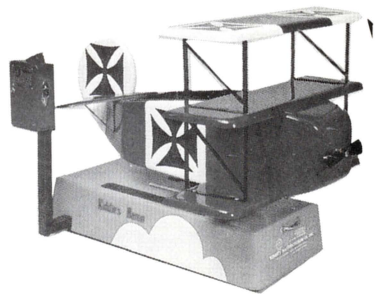


Kiddies of Florida
Pony

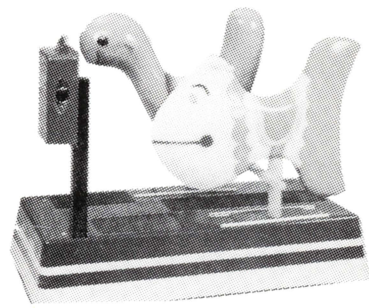
BUYER'S GUIDE

KIDDIE RIDES

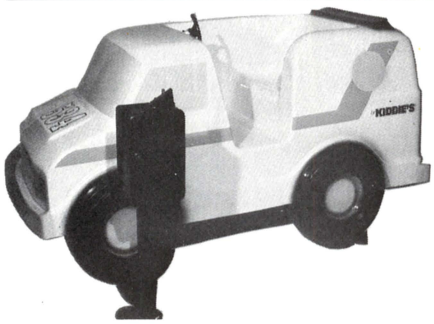
Kiddies of Florida
Race Car



Kiddies of Florida
Red Baron

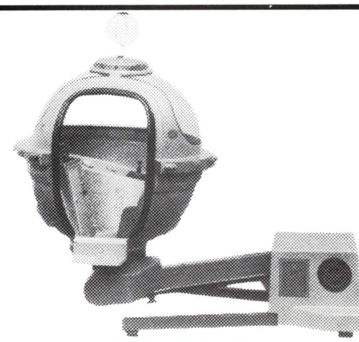


Kiddies of Florida
Twin Derby



Kiddies of Florida
Teen Van

Kiddies of Florida
Wheeler



Kiddie Rides USA
Battlestar Galacticar

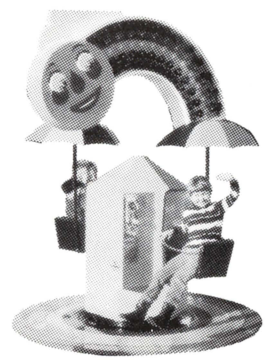
Kiddie Rides USA
Cobra Army Tank

Kiddie Rides USA
Draakon Marauder

Kiddie Rides USA
Helicopter

Kiddie Rides USA
Hot Air Balloon

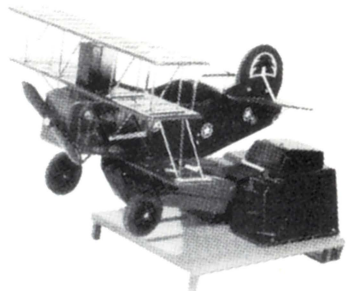
Kiddie Rides USA
Police Helicopter



Kiddie Rides USA
Rainbow Roundabout

BUYER'S GUIDE

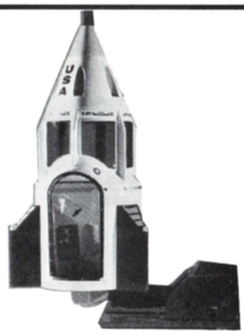
KIDDIE RIDES



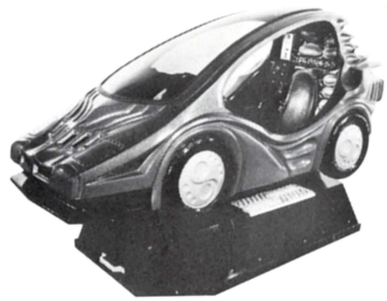
Kiddie Rides USA
Red Baron

Kiddie Rides USA
Santa Fe

Kiddie Rides USA
Scout Ball



Kiddie Rides USA
Space Shuttle



Kiddie Rides USA
Super Car

Miracle Recreation
Carousel

Muppets World Amusement
Double Horse

Muppets World Amusement
Eagle Cycle

Muppets World Amusement
Helicopter

Muppets World Amusement
Land Eagle

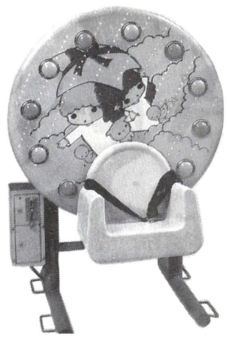
Muppets World Amusement
Lion
(and many other animal characters)

Muppets World Amusement
Love Bug

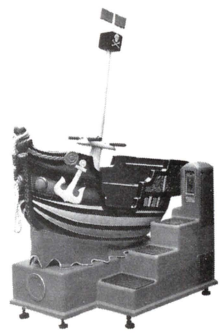
BUYER'S GUIDE

KIDDIE RIDES

Muppets World Amusement
Mickey Mouse

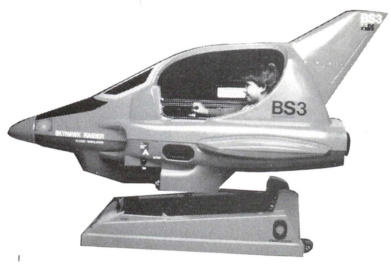


Muppets World Amusement
Musical Wheel

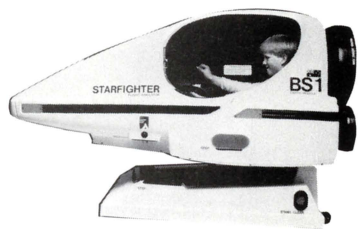


Muppets World Amusement
Pirate Ship

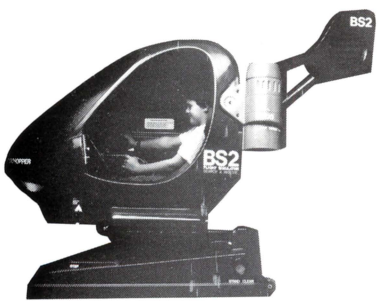
Muppets World Amusement
Pony-Go-Round



Ride Dynamics
Skyhawk Raider

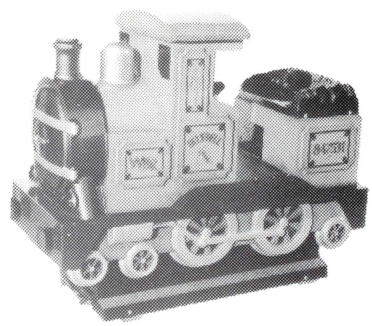


Ride Dynamics
Starfighter

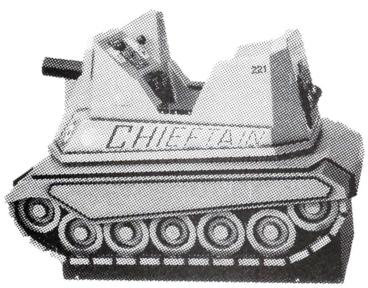


Ride Dynamics
Turbochopper

UAI New Jersey
Big Top



UAI New Jersey
Bluebell



UAI New Jersey
Chieftain

UAI New Jersey
Fire Engine

UAI New Jersey
Mean Machine

BUYER'S GUIDE

KIDDIE RIDES

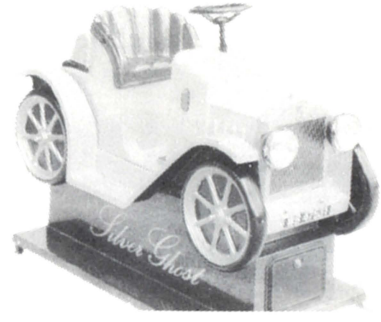
UAI New Jersey
Night Hawk

UAI New Jersey
Noah's Ark

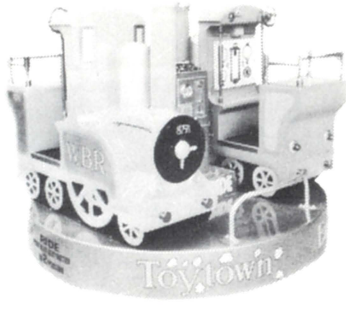
UAI New Jersey
Racer Carousel

UAI New Jersey
Robert E. Lee Steamboat

UAI New Jersey
Sea Hawk



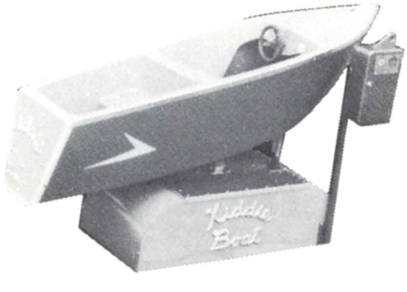
UAI New Jersey
Silver Ghost



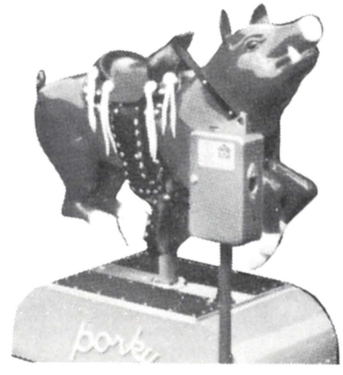
UAI New Jersey
Toytown

Utec
Dirt Hog

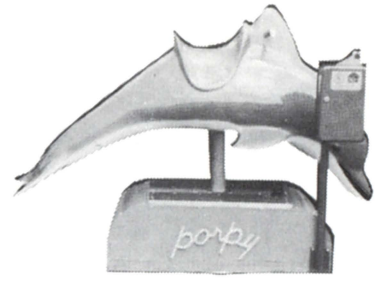
Utec
Giraffe
(also Duck & Elephant)



Utec
Kiddie Boat



Utec
Porky

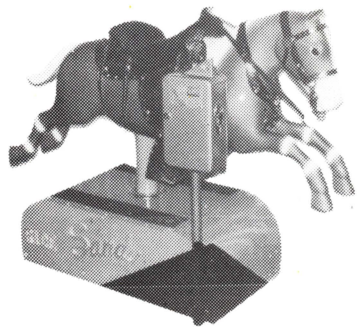


Utec
Porpy the Porpoise

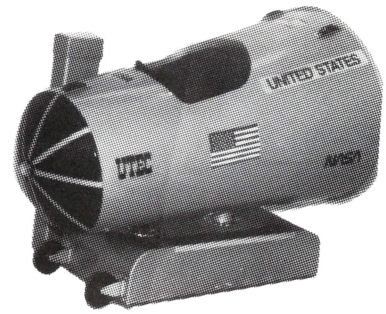
BUYER'S GUIDE

KIDDIE RIDES

Utec
Rudy the Deer

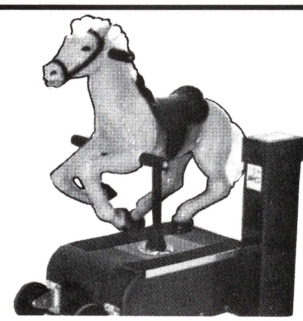


Utec
Sandy (also Bucky & Fuzzy)



Utec
Space Capsule

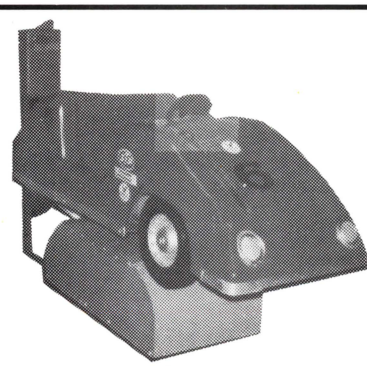
Utec
Space Shuttle



Utec
Lucky
(also Rusty)

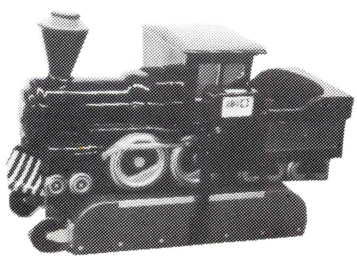
Utec
Nighthawk Motorcycle

Utec
Thunderbird Motorcycle



Utec
Racer

Utec
Turbo



Utec
Utec Express

Zamperla
Elephant

Zamperla
Ferrari

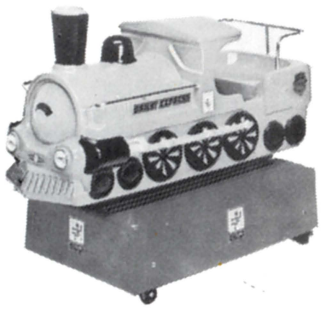
BUYER'S GUIDE

KIDDIE RIDES

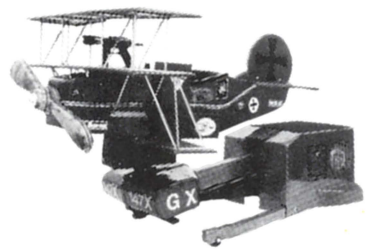
Zamperla
Galaxy

Zamperla
Helicopter

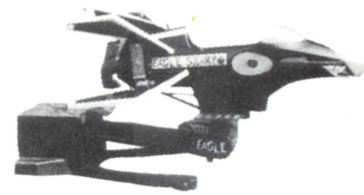
Zamperla
Kangaroo



Zamperla
Little Train



Zamperla
Red Baron



Zamperla
Sharp Eagle

Used and Refurbished
Kiddie Rides available from:

Kiddie Amusements
(also manufactures new rides)

The Kiddieride Exchange
(also buys, trades, and takes special orders for new rides)

Photo not available:

Carousel
Kentucky Derby
Variable Character Ride
(select from 30 characters)

COMING IN SEPTEMBER

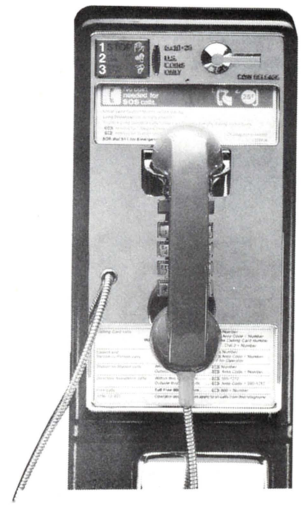
Buyer's Guide of Darts, Pool Tables, Fussball, Shuffle Alleys & Bowlers

BUYER'S GUIDE

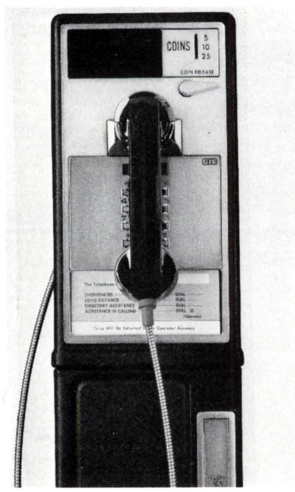
PAY PHONES

Advanced Telesystems
Marcom ST

Advanced Telesystems
Marcom XL



American Payphone
Western Electric 6500 (AT&T) Smart Phone



American Payphone
GTE 1200

American Pay Phone Systems
American 101

Capital Tel Systems
Cashphone

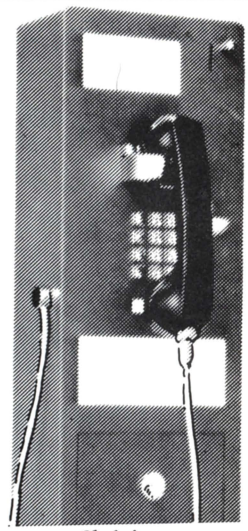
Elcotel
Model 1200

Elcotel
Series II GTE

Elcotel
Series III Western Electric

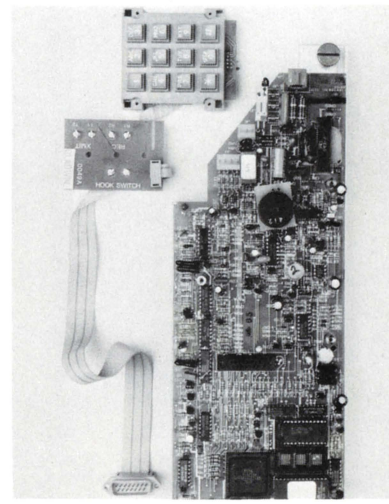
BUYER'S GUIDE

PAY PHONES



Gladwin
Carefree Phone

Gladwin
Powerline G05400



Gladwin
Powerline Retrofit Kit

Intellicall
Model 2001

Intellicall
Omniphone 2010
(also the Ultra Tell series)

International Communications
Privette

International Communications
Smartphone II
(also Universal Credit Card phone)

International Communications
Smartphone III
(retrofit kit available)

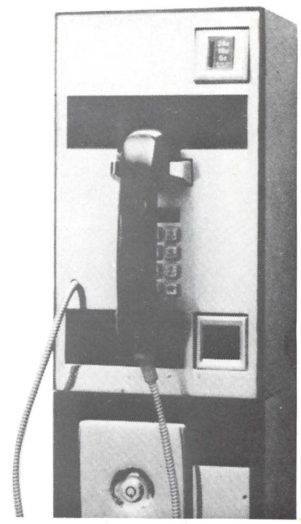
Kerr & Associataes, Inc.
The Kat II

BUYER'S GUIDE

PAY PHONES

Microdevices
MBA Credit Card Phone

Multi Tech Communications
Pay Phone Jr.

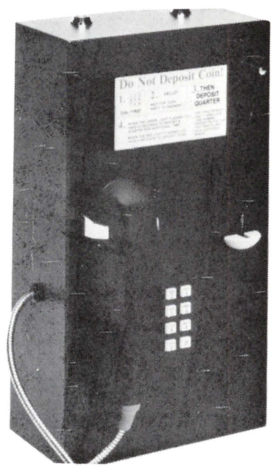


Network Paystations
The Vanguard

ORPCO Communications
101 C

ORPCO Communications
Dine-A-Phone 101 TT

ORPCO Communications
203 E



ORPCO Communications
203 F
(also 204 F-GTE conversion)

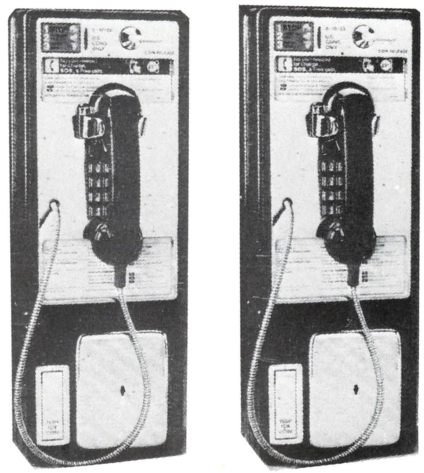
ORPCO Communications
Talking Courtesy Phone

Payphone, Inc.
SESA ITT
(also enclosures & sides)

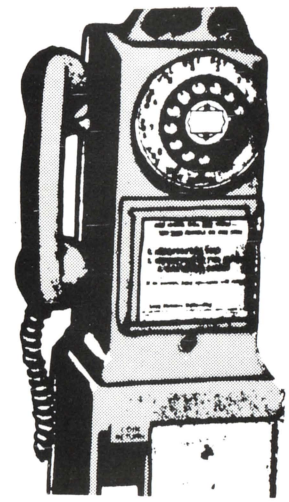
BUYER'S GUIDE

PAY PHONES

Pay Phones, Inc.
Carry Case
(for GTE 120B & Western Electric)



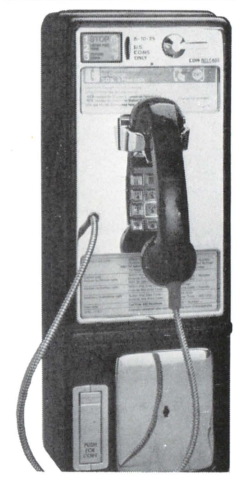
Payphone International
Model 8400E-1



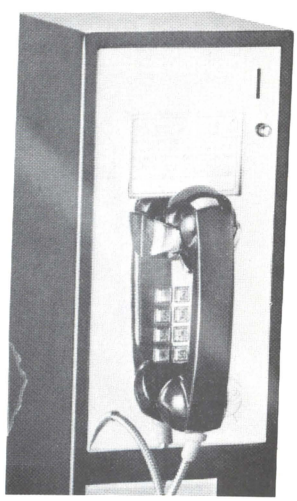
Phoneco
Pay Phone

Public Pay Phone
Economy Phone

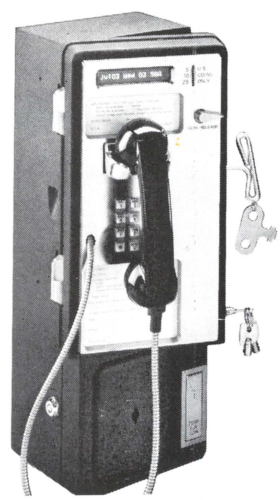
Public Pay Phone
Indoor-Outdoor Phone



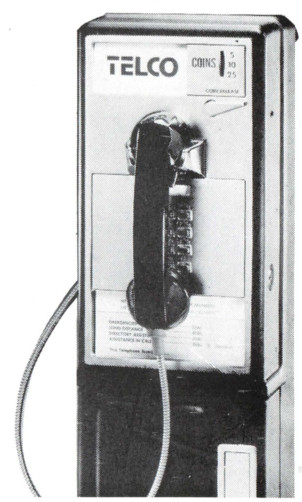
Public Pay Phone
Deluxe Western Electric
(GTE model also available)



Rand of Phoenix
Tele-Rand System II



Tatung Telecom
Series 100 Pay Phone



Telco
Telco E120B

BUYER'S GUIDE

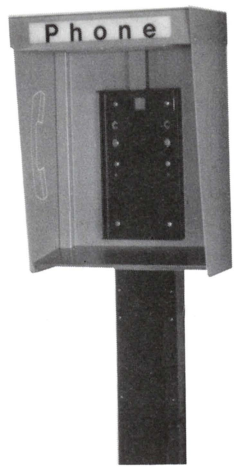
PAY PHONES

Telco
Coin Phone
(also hand sets)

Tele Dynamics
Table Com

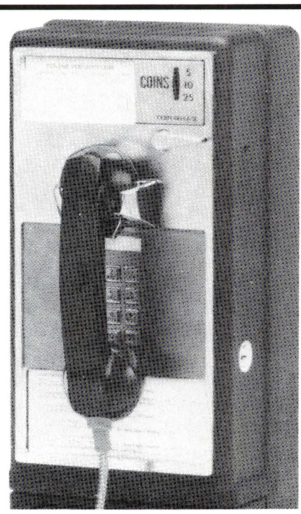
Telematic Corporation
Telematic I

Telematic Corporation
Telematic II



Telematic Corporation
Booths & Pedestals for
Telematic Phones

Telematic Corporation
Panel Phones



U.S.Telecommunications
Model 1200

Williams Telephone
Wiltelco 5000

Williams Telephone
Wiltelco 6000

Summer Buyer's Guide Index

Novelties

Adrian Enterprises
49 Radtke Road
Randolph, NJ 07869
(201) 377-6946

All American Amusement Co.
369 Beach Road
Burlingame, CA 94010
(415) 343-7663

Allegro, Inc.
17635 NE 67th Court
Redmond, WA 98052
(800) 841-9019

Alter Enterprises
25 Dwight Place
Fairfield, NJ 07006
(201) 882-9866

Astropick
2311 W. Marlton Pike
Cherry Hill, NJ 08002
(609) 665-7577

Betatek, Inc.
1665 E. 18th St. Bldg. 208
Tucson, AZ 85719
(800) 227-6947

Betson Enterprises
6 Empire Blvd.
Moonachie, NJ 07074
(800) 524-2343
(201) 440-2200

Bhuzac International
384-A Foster City Blvd.
Foster City, CA 64404
(800) 262-4700
(415) 341-5200

Blaster Tag
4218 Taylor St.
Hollywood, FL 33021
(305) 891-2250
(305) 981-4500

Bob's Space Racers
427 15th St.
Daytona Beach, FL 32017
(904) 677-0761

Championship Games, Inc.
P.O. Box 325
Portland, OR 97205
(503) 222-9553

Doyle & Associates
P.O.Drawer 49467
Sarasota, FL 34230
(800) 237-2254
(813) 351-2835

Entertainment Enterprises, Ltd.
25 Hutcheson Place
Lynbrook, NJ 11563
(800) 645-2162
(516) 593-5050

Grand Products
775 Nicholas Blvd.
Elk Grove Village, Il 60007
(312) 593-2770

ICE (Innovative Concepts in Entertainment)
590 Young St.
Tanawanda, NY 14150
(800) 342-3433
(716) 693-9535

Imperial Investments
1974 A Douglass Blvd.
Louisville, KY 40205
(502) 897-7771

Intermark Amusements, Inc.
7898 E. Acoma Drive, Suite 104
Scottsdale, AZ 85260
(602) 948-7707

Johnston Products
627 15th Ave.
East Moline, Il 61244
(800) 322-0685 (IL)
(800) 447-6768
(309) 755-5021

Lazer Maze International, Inc.
1033 La Posada Drive, Suite 160
Austin, TX 79752
(512) 459-0508

Meltec, Inc.
1550 B Las Plumas Ave.
San Jose, CA 95133
(408) 923-1302

Mike Munves Corp.
30 Horton Ave.
New Rochelle, NY 10801
(914) 636-5000

Photon
12601 E. Northwest Highway
Dallas, TX 75228
(214) 681-9083

Pop-A-Shot
P.O. Box 13755
Greensboro, NC 27405
(919) 271-8727

Profitable Games, Inc.
865 W. North Ave.
Chicago, Il 60622
(312) 943-1027

Russell Labs
1815 Templin Lane
Parker, Co 80134
(303) 841-8019

Skee-Ball, Inc.
Eighth & Maple Sts.
Lansdale, PA 19446
(215) 362-0300

Smart Industries, Corp., Mfg.
1801 Bell Ave.
Des Moines, IA 50315
(515) 244-3500

Smoky Mountain Sales
P.O. Box 1112
Pigeon Forge, TN 37863
(615) 453-4734

SMS Manufacturing Corp.
1000 Airport Road
Lakewood, NJ 08701
(800) 221-0138
(201) 370-3030

The Kiddieride Exchange
1203 Fifth Ave.
Rock Island, Il 61201
(309) 788-0135

Twelve Signs, Inc.
3369 S. Robertson Blvd.
Los Angeles, CA 90034
(213) 553-8000

Zamperla, Inc.
P.O. Box 5545
Parsippany, NJ 07054
(201) 334-8133

Kiddie Rides

Amusement Technology, Inc.
#1 Executive Center
Ocean, NJ 07712
(800) 272-1371
(201) 919-0300

Autorovo Kiddie Rides of America
400 B. Lansdown Road
P.O. Box 907
Fredericksburg, VA 22404
(800) 231-5152 (703) 373-2853

Carousel International Corp.
701 E. Eighth
P.O. Box 307
Eldon, MO 65026
(800) 325-3353
(314) 392-7122

Kiddie Amusements, Inc.
P.O. Box 939
Florence, MS 39073
(800) 647-6460
(314) 636-3564
(314) 636-4473

Kiddies of Florida, Inc.
8034 W. 21st Court
Hialeah, FL 33016
(800) 543-3437
(305) 556-2373

Kiddie Rides USA
604 Main St.
Davenport, IA 52807
(800) 553-8000
(319) 326-6467

Miracle Recreation
P.O. Box 275
Grinnell, IA 50112
(515) 236-7536

Muppets World Amusement Tech. Corp.
9738 Seaview Ave.
Brooklyn, NY 11236
(718) 209-9086

Ride Dynamics, Inc.
315 E. Eisenhower Parkway
Ann Arbor, MI 48104
(313) 769-9396

The Kiddieride Exchange
1203 Fifth Ave.
Rock Island, Il 61201
(309) 788-0135

UAI New Jersey
2400 Belmar Blvd.
Wall, NJ 07719
(201) 681-8900

Utec, Inc.
2770 Highland Ave.
P.O. Box 12530
Cincinnati, OH 45212
(513) 531-2800

Zamperla, Inc.
P.O. Box 5545
Parsippany, NJ 07054
(201) 334-8133

Telephones

Advanced Tele Systems, Ltd.
135 Route 22 East
Springfield, NJ 07081
(201) 564-9696

American Payphone
1565 Third Ave.
Walnut Creek, CA 94596
(415) 930-6633

American Pay Phone Systems
22900 Ventura Blvd. #116
Woodland Hills, CA 91364
(818) 888-6200

Capital Tel Systems, Inc.
389 Passaic Ave.
Fairfield, NJ 07006
(800) 524-0671
(201) 882-1314

Elcotel, Inc.
6428 Parkland Drive
Sarasota, FL 34243
(813) 758-0389

Gladwin, Inc.
3319 Old Oakwood Road
Oakwood, GA 30566
(404) 536-6023

Intellicall, Inc.
12790 Merit Drive, Suite 624
Dallas, TX 75251
(214) 416-0022

International Communications, Inc.
1336 American Drive
Neenah, WI 54956
(800) 345-7812
(414) 722-7739

Kerr & Associates, Inc.
5696 Peachtree Parkway, Suite 117
Norcross, GA 30092
(404) 263-3717

Microdevices, Inc.
1100-318 Business Parkway
Richardson, TX 75081
(214) 644-8835

Multi-Tech Communications
18425 James Couzens
Detroit, MI 48235
(313) 342-7737

Network Paystations
12650 Bobmeyer Road
Hamilton, OH 45015
(513) 242-7483

ORPCO Communications
4310 Shoreline Drive
Spring Park, MN 55384
(612) 471-0127

Payphone, Inc.
2749 Lewisville-Clemmons Road
P.O. Box 1233
Clemmons, NC 27012
(800) 255-5574
(919) 766-6100

Pay Phones, Inc.
2415 W. Amherst
Bloomington, IN 47401
(812) 333-9939

PAY PHONE INTERNATIONAL
1439 N. 27th Lane
Phoenix, AZ 85009
(602) 233-3300

PHONECO
Route 3, Box 590
Galesville, WI 54630
(608) 582-4124

PUBLIC PAY PHONE, INC.
3803 Crest Drive, Suite C
Manhattan Beach, CA 90266
(800) 342-5330
(800) 342-5331 (CA)

RAND OF PHOENIX, INC.
3402 W. Cocopah
Phoenix, AZ 85009
(800) 262-RAND
(602) 272-2000

TATUNG TELECOM CORP.
3460 W. Bayshore
Palo Alto, CA 94303
(415) 964-4571

TELCO INTERCONTINENTAL
7066 Lakeview Haven Drive, Suite 100
Houston, TX 77095
(713) 855-2218

TELE DYNAMICS, INC.
5007 W. Laurence Ave.
Chicago, Il 60630
(312) 725-2900

TELEMATIC CORP.
300 Vallejo
Denver, CO 90223
(303) 744-8111

U.S. TELECOMMUNICATIONS CORP.
P.O. Box 21234
St. Petersburg, FL 33742
(813) 527-1107

WILLIAMS TELEPHONE CO., INC.
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the human side

A Dale Carnegie® Feature

First Impressions Last

by Arthur R. Pell, Ph.D.
Consultant, Dale Carnegie & Associates, Inc.

Gary's eyes scanned the room. It was certainly a busy office. People were scurrying back and forth; the desks he could see were piled with papers. Phones rang, and nobody answered. The one word that popped into Gary's head was "chaos." He began to have reservations about doing business with this organization. When he finally met with the company's representative, this first impression had predetermined his decision.

The company Gary visited might have been highly competent to handle Gary's business, but by not paying enough attention to the little things that add up to the impression made on visitors, everything that followed was almost automatically rejected.

The Physical Facility

When visitors enter your place of business, whether they be customers, bankers, potential employees or government regulators, the impression made by that first sight influences the manner you are perceived by them. Try looking at your facility with the eyes of a stranger. Would you feel comfortable doing business in this environment? Does your place of business reflect an image of professionalism? Obviously, a machine shop cannot be as spotless as a doctor's office, but it should be at least as neat as other machine shops.

In any facility, check to assure that it is clean and orderly, that tools and equipment are properly stored when not used, that desks are not overflowing with papers, and in general, that there is a business like atmosphere.

The Impression You Make on Others

The old adage: "You can't judge a book by its cover" makes good sense, but unfortunately, most of us do judge people by their "cover" — their appearance and demeanor — at the first meeting. Indeed, some people make a decision about an individual in the first thirty seconds of contact. Some of the factors that may impress others either positively or negatively are beyond our control.

We cannot change our basic physical appearance, but we can make the most of our assets and minimize what may be perceived to be defects. One does not have to have movie-star good-looks to make a positive imprint. Good grooming, appropriate dress, a pleasant smile and proper manners are the first steps in making a good personal impression.

Perhaps the most effective way to make a good first impression is to follow Dale Carnegie's advice: "Become genuinely interested in other people." If you make a point to show sincere interest in somebody from the moment of initial contact, it will do more than anything else to develop instant rapport. Note that person's name and use it when addressing him or her. In a business situation, listen intently to the problem or situation that person has come to discuss and ask questions that show you are genuinely concerned.

First Impression On The Telephone

Jennifer was upset. The washing machine she had purchased only last month had broken down. She called the store and asked for the manager. After six rings, the call was answered: "Jones' Appliances, Please wait." She waited for what appeared to be an eternity. Just as Jennifer was about to hang up and dial again, finally the operator came back on the line:

"Jones' Appliances, can I help you?"
"May I please speak to the manager?"
"What for?"
"I bought a washer last month and it broke down."
"You don't want the manager, I'll connect you with service."

After another long wait, the service representative finally responded. Half way through Jennifer's complaint, he interrupted: "Sorry, we can't help you. You have to go to the manufacturer. You'll find the address on your warranty," and without waiting for a response hung up. Do you think Jennifer will ever buy anything from that store again?

Quite often the first contact we have with an individual is on the telephone. To make a good impression on callers, answer the telephone promptly. If you know that the person will have to wait for any length of time, let that person know approximately how long and suggest that you will be happy to call him or her back. In case the individual elects to wait, have somebody advise him/her that you are still talking so they have the option of either continuing to wait or request you return the call. Always let the caller talk until the complaint or message is fully explained. If you cannot help, give as much information as you can to enable the person to obtain the help needed.

Your Correspondence Creates First Impressions

When Warren attended a time management seminar, he was told that the time spent on writing business letters could be shortened significantly if the writer would just jot down the response on the bottom of the letter received and mail it back to the person who sent it. Warren put this idea into practice immediately. It certainly did save time, but in doing this, the image of his company suffered. In following up a sales lead that he had answered in this matter, he learned that the prospect decided not to do business with Warren's company because their response to his inquiry was "unprofessional."

Your correspondence represents you to the public. Your letterhead should be designed to represent the image you wish to present. Spelling and typographical errors can be interpreted as indicators of a careless or inefficient operation. Poor choice of words or incorrect grammar is readily detected by intelligent readers. Reread correspondence before mailing. Make sure all letters are error-free.

First impressions are hard to overcome. If a negative or undesirable impression is made on that first contact, it may permeate all relations with that party for years to come. It takes a little thought and effort to establish the basis for making good impressions, but it is well worth the effort.

Pocket/purse size reprints may be purchased (10 for $10.00) or (25 for $20.00) from Dale Carnegie & Associates, Inc., 1475 Franklin Avenue, Garden City, NY 11530.

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NEW PRODUCTS

Emperor Rotary

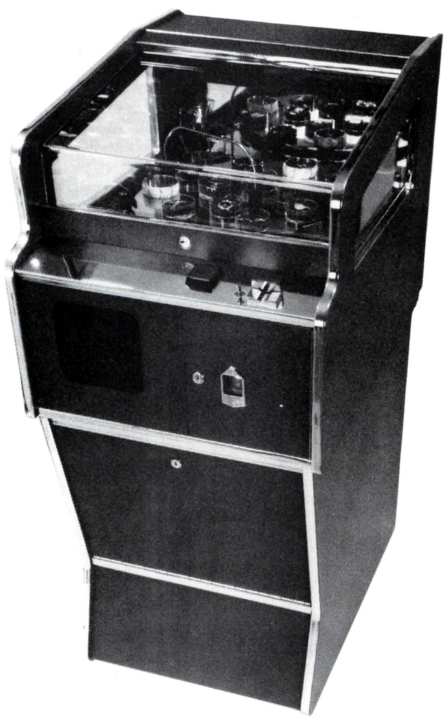
SMS Manufacturing announces the release of its newest merchandiser, *Emperor Rotary*, available in countertop form or as an upright with the addition of an optional base unit.

Emperor Rotary has been designed for maximum appeal with its shiny red cabinet highlighted with brass side molding and brass-coated control panel that highlights the oversized, lighted playfield. Prizes sit on a raised spinning playfield to ensure maximum prize visibility.

The unit is 100 percent solid state and offers a variable playfield speed control, adjustable pricing and playing time, adjustable player-controlled nudge feature, volume control, and tilt alarm. *Emperor Rotary* comes with button control or optional two-way joystick.

Dimensions for the countertop are 30 inches deep, 22 and one-half inches wide, and 22 and one-quarter inches high. With the added base unit, the upright stands 48 and one-half inches high.

For more information, contact your local distributor or write SMS Manufacturing Corp., 1000 Airport Road, Lakewood, NJ 08701; call 800/221-0138 or (201) 370-3030.



Brick-Break

U.S. Games adds *Brick-Break*, a high-speed, multiple screen paddle game, to the menu included in its *Super Duper Casino* countertop conversion boards.

Brick-Break challenges players to knock-out different patterns of bricks by moving a paddle left or right across the bottom of the screen to control a bouncing ball. Different screens offer progressively more difficult patterns and faster ball movement. The game was designed to satisfy players who want more action in a countertop game. *Brick-Break* uses the same button controls as all other *Super Duper Casino* games (*Draw Poker, U.S. Black Jack, Wizard of Words,* and *Sex Trivia*). *Brick-Break* is being added to the game conversion boards and dedicated units at no additional cost. U.S. Games offers to upgrade the installed base of *Super Duper Casino* conversion boards with *Brick-Break* at no charge. Operators are encouraged to contact the company about changing out current ROMs for the new software.

In addition, the new issue *Super Duper Casino* also includes upgrades to *Wizard of Words* and *Sex Trivia*. *Wizard of Words* now includes more than 1,000 phrases in eight categories and *Sex Trivia* offers new questions and interesting looks into the sex lives of well known celebrities.

Super Duper Casino can be for one, two, three, or four players. Operators or locations can add customized greetings or sales messages into the games' introductory screens.

For more information, write U.S. Games, Inc., 4025 Pleasantdale Road, Suite 230, Atlanta, GA 30340; call (404) 441-2910.

Spring Break

Premier Technology's latest pinball, *Spring Break* introduces several new features including automatic percentaging, continuous multi-ball, and automatic ball launch.

A vast audience will remember spring breaks of the past and associate with the montage backglass that highlights sun, sand, cruising in a convertible, and dancing to beach party music under the palm trees.

For more information and referrals to authorized distributors, write Premier Technology, 759 Industrial Drive, Bensenville, IL 60106; call (312) 350-0400.

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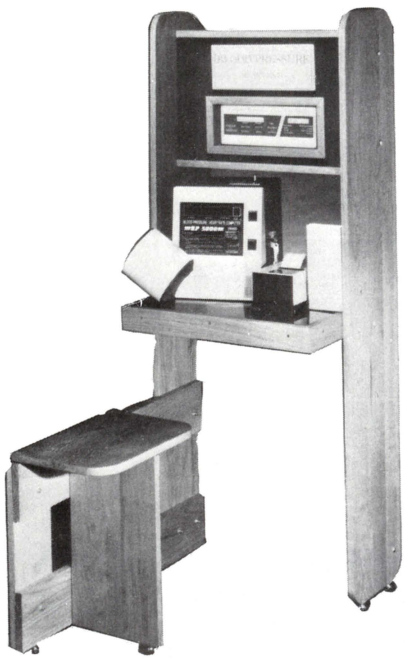


BP 5000 DL

Tech Vend Marketing announces the *BP 5000 DL* deluxe blood pressure and heart rate computer designed for total self service by the consumer.

In less than one minute, consumers can receive a complete blood pressure and heart rate reading. The unit comes with a solid oak sit-down booth and a supply of merchandising aids such as take-one brochures, wallet-size cards, and posters. An optional printer is available.

The *BP 5000 DL* is best suited for pharmacies, health clubs, corporate fitness centers, grocery stores, malls, and almost any retail outlet. It can be set on "free" or "charge-for" operation including the use of tokens.

There is a full one-year warranty on the machine and it can be purchased or obtained through an extended lease with ownership plan.

For more information, write Tech Vend Marketing, 77 Accord Park Drive, Norwell, MA 02061; call 800/554-4325 or (617) 878-7330.

Crown Jewels, Trik Trak

Betson Enterprises adds to its product line with *Crown Jewels*, a two-player rotary merchandiser, and *Trik Trak*, a one-player novelty game.

Crown Jewels features a joystick skill control, adjustable timer, shake and tilt alarm, high visual impact viewing area, and plexiglass window for safety. Coinbox capacity is $1,000.

Designed for the street operator, it is a U.S.A.-made, wall-hugging unit 27 inches wide, 33 inches deep, and 47 inches high.

Trik Trak invites players to become the engineer for a large model locomotive and move three railroad cars into their correct parking spaces (match car color with flashing station lights).

The game can be used for amusement only or as a redemption game. Features include western graphics, realistic sound effects, and music. Cabinet dimensions are 41 inches high, 21 inches deep, and 72 inches wide.

For more information, contact your Betson distributor or write Betson Enterprises, 6 Empire Blvd., Moonachie, NJ 07074; call 800/524-2343.

Mini Mint II

Nelson Technology announces a new countertop game, *Mini Mint II*, that offers six different user selectable games: Draw Poker, Blackjack, Dice, Slots, Acey Ducey, and War.

A one-or two-player unit, the *Mini Mint II* measures only six inches high, 11 inches wide, and 10 inches deep. Despite its small size, the cash box holds $400 in quarters.

Each game has its own built-in security fastener attached to the steel chassis. The unit plays more than 100 musical songs and sounds to amuse players under various game situations.

A self test program also is built-in as well as a variety of user programmable features adjusted by a game board switch. The fully illuminated front panel is made from aluminum and lexan and is protected from liquid spills.

The game has a six-month parts and labor warranty. In addition, it can be programmed to operate from a number of different coinages as well as foreign voltages.

For more details, write Nelson Technology, 5699 Kanan Road, #319, Agoura Hills, CA 91301; call (818) 889-1701.

Flex-Tron

Flex-Tron Corp. has developed *Flex-Tron*, a competitive arm wrestling game with base, stand, and housing in a single welded unit that holds the coin box and electronic components.

Flex-Tron is ideal for private clubs, bars, game rooms, truck stops, student unions, and tournaments. It features a two-inch solid wood top coated with a hard polyurethane finish that resists spills, mars, and scratches. Upholstered parts are made of Milano vinyl.

After players insert a coin, a clock begins counting down from 20 seconds. Each players' elbow must be in place and hands clasped before the clock reaches zero seconds when the game starts. The clock then counts up until a winner is determined. Lifting an elbow after zero seconds ends the game by default.

A winner is determined when the opponent's hand is pinned against the pressure sensitive cushion causing a border light to flash and a musical tune to play. Clocks indicate winning time.

Flex-Tron comes with a full 90 day warranty on all parts and materials. For more details, write Flex-Tron Corp., P.O. Box 471912, Tulsa, OK 74147; call (918) 493-3653.

Comer

Wedges/Ledges of California introduces *Comer*, a conveyor merchandiser available as a single, double, or four-player merchandising game that accommodates a large variety of gifts and prizes.

Features include a dual coin mechanism, self-stocking merchandise, joystick control (also a button control available), dual direction mirrored belt that continuously moves, and a clutch drive mechanism. Players maneuver a scoop to pull a prize off the playfield and into the prize chute. Twelve prizes can be seen on the playfield at one time. Prize storage capacity is 300 items.

The unit is made in the U.S.A. and measures 49 inches high, 25 inches wide, and 32 inches deep. It operates on 110 volts. The cabinet is bright red with chrome trim and has a mirrored interior.

For more information on this merchandiser and others in the Wedges/Ledges line, write to Wedges/Ledges of California, Inc., 123 International Boardwalk, Redondo Beach, CA 90277; call (213) 374-9982 or (213) 379-8510.

The Drugstore

Scribe Internationale introduces *The Drugstore*, a vending unit offering a line of personal sundries.

The Drugstore is available in two sizes. One dispenses 42 products and measures 63 inches high by 26 inches deep by 55 inches wide. The second model holds 35 items, is the same height and depth, but measures 37 inches wide.

Product capability ranges from postage stamps (there are two combinations of postage stamps on every machine) to a 500-page magazine. The most common items include toothpaste, combs, paperback books, road and street maps, aspirin, hand cream, and travel-size pouches of detergent. Snacks and candies can also be dispensed.

There are 12 different programmable prices from five cents to $7.95. Other features include a digital credit readout and multi-inventory back-up for each item. *The Drugstore* is designed for customer convenience and the largest immediate market is the motel/hotel industry.

For more information, write Scribe Internationale, 7052 N. Barry Street, Rosemont, IL 60018; call (312) 296-9955.

Super Max 40

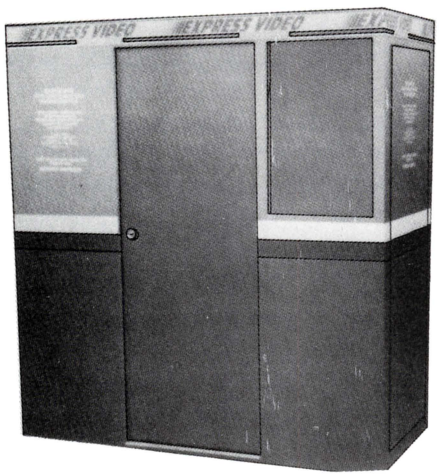
Tan Body Sun Systems introduces *Super Max 40*, a sun tanning unit that achieves results with an advanced cooling system for efficient and comfortable tanning.

Super Max 40 features 40-164 watt UV-A sun lamps (covered with wire guards), remote timer with automatic shut-off, and highly reflective interior covering especially made for sun tanning. An elapsed hour timer is standard on all units.

Assembly of the unit requires 30 minutes; no special tools needed. It measures 7.4 feet high by 4.5 feet wide. A matching dressing room is available as well as music hook-up with individual volume control and headphones. Four customers can be accommodated per hour with 12-minute sessions each.

Super Max 40 comes in almond, black and cranberry standard colors, or custom colors to match the location's decor. All units have a 12-month warranty and 10-day free trial. Leasing plans are available and dealer inquiries are invited.

For more information, write Tan Body Sun Systems Mfg., Inc., 310 E. 14th Street, Flint, MI 48503; call 800/826-4666; in Michigan call (313) 233-0691 or 238-5524.



Express Video

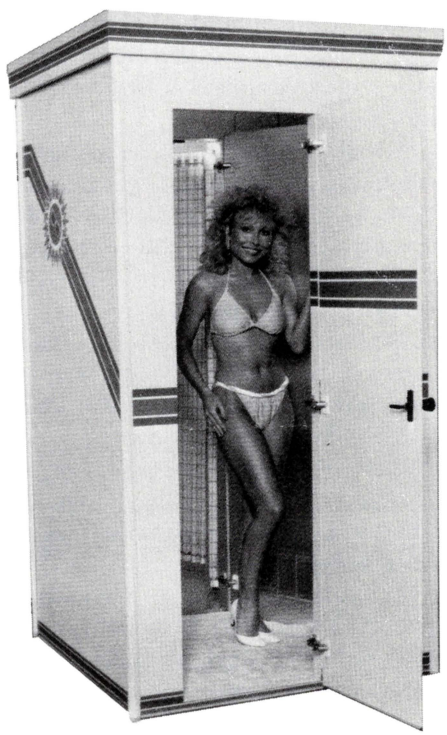
Seel Novelties introduces *Express Video*, a video cassette recording and playback booth that comes with a $1 or $5 bill validator.

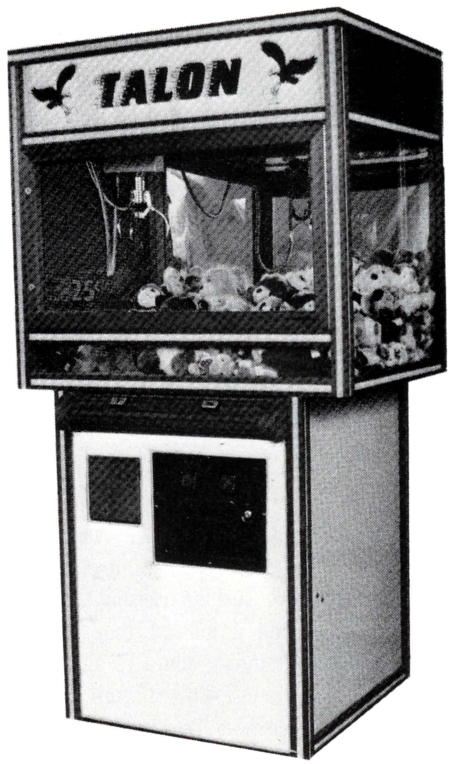
Express Video features a 14 inch high resolution color monitor, solid sate CCD camera, stereo capability, and color-balanced lighting.

There are two lens selections (wide-angle or close-up), a digital timer with LED readout, and high quality microphones for stereo recording, all included in the sound-absorbing booth. The unit is appropriate for all high-traffic locations.

Many homes have VCR units, but not the companion recording equipment. *Express Video* fills that need, enabling customers to tape their own special messages.

For more information, write Seel Novelties, Inc., 18 Sunnyvale Drive, St. Peters, MO 63376; call (314) 278-5943.





Talon

Choice Amusements introduces *Talon*, a single player upright crane that uses two buttons or the operator option of a two-way joystick.

Talon has a Belgian-style adjustable claw, one-year warranty, PCB with diagnostics, plus break- and scratch-resistant lexan side panels.

A special feature is the oversized 31-inch by 40-inch plush bin that reduces refill time. Options include dual coin mechanisms or bill and coin acceptor, chaser, and attract lights.

The unit's dimensions are 76 inches high, 31 inches deep, 40 inches wide. It fits through all standard three-foot doorways. The cabinet detailing includes formica with mahogany trim. Distributor and quantity pricing is available.

For more information, write Choice Amusements Company, 11104 N. Lamar, Ste. D, Austin, TX 78753; call (512) 836-4200.

TAX TIPS

by Joseph Arkin

WILL CONGRESS PLUG THE SALES AND USE TAX LOOPHOLE?

The House Ways and Means subcommittee is conducting hearings on the subject of states' losses of sales and use of tax revenues.

We all know what sales taxes are, but not everyone is familiar with use taxes. Basically they are taxes imposed upon purchases made when an article is purchased without the payment of sales taxes. This user tax is imposed both on individuals and businesses.

Sales taxes are an important source of revenue for states, representing some one-third of all collections.

Ask state representatives of sales tax departments why there is a need for the use tax and you'll get the same answer; use taxes protect businesses against an out-of-state vendor selling goods free of sales taxes. It's supposed to assure fairness to those who make purchases wholly within their states. Some 45 States impose sales taxes.

Despite use tax laws it is estimated that $1.5 billion was lost in 1985 (latest year for which figures are available), and most of this is due to mail order sales and telemarketing. In addition, countless tax dollars are lost when individuals and businesses make direct contact with a dealer not actively engaged in what we commonly call the mail order business.

Unless Congress mandates through legislation that vendors must charge sales taxes to all ultimate users (thus exemption for reselling), states have no effective way of forcing vendors to collect and remit sales taxes. Short of Gestapo or KGB tactics, states have no chance of enforcing use taxes.

The battle to tax all of those who avoid paying sales taxes on purchases goes back more than 50 years. The U.S. Supreme Court in 1937 upheld the right of states to collect use taxes on goods purchased by residents from out-of-state vendors.

In 1941 the Court handed down the first in a series of decisions that defined just what vendors could be required to collect--sales taxes on sales made across state lines. Because they have business locations (stores, warehouses, offices, etc) in almost every state, companies such as Montgomery Ward, J. C. Penny, Sears & Roebuck have been required to collect sales taxes from mail-order customers.

However, in 1967 National Bellas Hess Inc. took the issue to trial and won a decision declaring that it did not have to collect sales taxes if its only nexus with customers in a particular state was through the mail or other kind of delivery services.

To be specific as it applies to your business: When you sell to a business firm which is not the ultimate consumer, but which resells your products, you do not have to charge sales taxes. Your local or state sales tax authority will issue regulations outlining the type of resale certificate you have to obtain from customers. There may be other exemptions, i.e., tax-exempt organizations, clergy, diplomats, foreign governments, etc.

Where sales are made to the ultimate consumer you must collect sales taxes and remit them in accordance with the law. The monies collected are considered trust funds and business owners, even corporate officers, could be held personally liable for unpaid taxes.

Mail order sales are on the increase. Telemarketing is another big factor. These are the two biggest headaches plaguing sales tax officials causing them to urge Congress to enact legislation to protect their revenues.

A concerted effort was made in 1985 to get the Senate Finance and House Judiciary committees to introduce legislation to the entire Congress for passage.

Sen. Mark Andrews (R-ND) introduced a bill that would expressly authorize states to collect sales taxes on mail-order sales. He argues that it was unfair for some consumers to pay sales taxes while others didn't.

In the House, similar legislation was introduced by Byron L. Dorgan (D-ND) with the proviso that only mail-order firms with annual sales exceeding $5 million would be subject to collections of sales taxes from out of state purchasers. This was supposed to alleviate the small companies from encountering a monumental administrative burden.

And burden should be emphasized. It is awesome. Consider that over 6,000 local governments have enacted their own sales tax laws in addition to those of their states.

Each and every receipt of an order would create chaos if from an out-of-state resident. First priority is that the would-be purchases would have to be specific as to just where residence was. As a vendor you would have to have a directory of each sales tax authority, with rates applying to each such area. And each month or quarter (or other reporting period) you'd have to remit tax forms plus amount collected. Registration would also be required for authority to collect the tax. Most areas collecting tax require a registration fee. Can you even begin to envision your problem!

Years ago people who didn't want to pay the high state taxes on cigarette purchases answered ads appearing in newspapers and magazines offering cartons of cigarettes at bargain prices, free of state sales (or stamp) taxes. Pressure by state officials brought about legislation requiring such vendors to send the names and addresses of their customers to various state tax offices.

This is one type of legislation that would put a stop to mail-order or telemarketing sales without collection of appropriate sales taxes from out-of-state customers.

At this time only five states--Alaska, Delaware, Montana, New Hampshire, and Oregon do not impose sales taxes.

The issue won't go away. Vendors will argue that they have the right to freely engage in interstate commerce without taxing purchasers just as long as they don't have an office, warehouse, store, etc. in the state from which mail-orders are received.

States continue to press for an overturn of the National Bellas Hess Inc. decision. Their latest argument: "If you ask the states to shoulder more of the costs of various programs, then we cannot ignore the loss of revenue on such sales." (Gov. James R. Thompson of Ill. May 13, 1987 before House Ways and Means subcommittee.)

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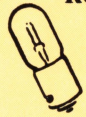

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THE CALENDAR

JULY

17 18

Montana Coin Machine Operators Association Annual Summer Meeting. Cavanaugh's Motor Inn, North 20 Main, Kalispell. Contact Phil Benson at (406)543-5119.

23 24 25

Amusement and Music Operators of Texas Convention. St. Anthony's Intercontinental Hotel, San Antonio, TX. Call (512)227-4392.

AUGUST

6 7 8

Pennsylvania Amusement and Music Machine Association Convention. Seven Springs Resort (between exits 9 & 10 of the Pennsylvania Turnpike), Champion, PA. Contact PAMMA (717)232-5322, or in PA (800)521-7778.

7 8 9

Wyoming Candy, Tobacco, Coin Vendors Annual Meeting, Cheyenne, WY. Contact Tom Kilty (307) 635-6467.

SEPTEMBER

11 12 13

North Carolina Coin Operators Association Trade Show and Exposition. Charlotte Marriott, Executive Park, Charlotte, NC. Contact Bobby Earp, Rt. 4, Box 369, Burlington, NC 27215 (919)584-4833.

17 18 19

33rd Annual West Virginia Music and Vending Association Annual Convention and Exposition, Wheeling, WV. Contact Leoma Ballard (304)949-3289.

25 26

The Michigan Coin Machine Operators Association Convention. Clarion Hotel, Lansing, MI. Contact Walt Maner, (517)372-2323.

OCTOBER

5 6 7

Pay Phone Expo '87 East. Sheraton Bal Harbour Resort, Bal Harbour, FL. Contact Heidi Hagedorn at TeleStrategies (703)734-7050.

23 24

Amusement and Music Operators of Virginia Convention and Trade Show, Cavalier Hotel, Virginia Beach, VA. Call (804)262-9283.

29 30 31 Nov.1

National Automatic Merchandising Association National Convention. Philadelphia Convention Center, Philadelphia, PA. Call (312)346-0370.

NOVEMBER

3 4 5

Nightclub and Bar Expo National Conference, Atlantic City, NJ. Contact Nightclub & Bar Magazine (601)236-5510.

5 6 7

Amusement and Music Operators Expo '87, Hyatt Regency, Chicago. Contact AMOA at (312)565-4602.

6 7 8

International Association of Amusement Parks and Attractions Annual Trade Show, New Orleans, LA. For information, call (312)766-0881.

International Shows

NOVEMBER 1987

24 25 26 27

Spain's Induferias '87. For information contact Induferias, Apartado 476, Valencia, Spain. Call 364 00 11.

APRIL 1988

6 7 8 9

The Arab International Toys, Games, and Amusements Trade Fair, Dubai, United Arab Emirates. Contact World Trade Promotions, Ltd., 19-21 High St., Sutton, Surrey SM1 1NF England. Telephone 01-642-7688.

GUEST COMMENTARY

AAMA Explains Location Trade Show Program

[The manufacturers/distributors association, AAMA, initiated a program last year whereby it would secure booth space at some major location trade shows (truck stops, convenience stores, etc.) during the year. The Illinois Coin Machine Operators Association (ICMOA) has criticized AAMA for the move claiming that the manufacturers are trying to make direct location contacts and sales. In response to a letter that ICMOA sent to AAMA, AAMA president Maury Ferchen replied...]

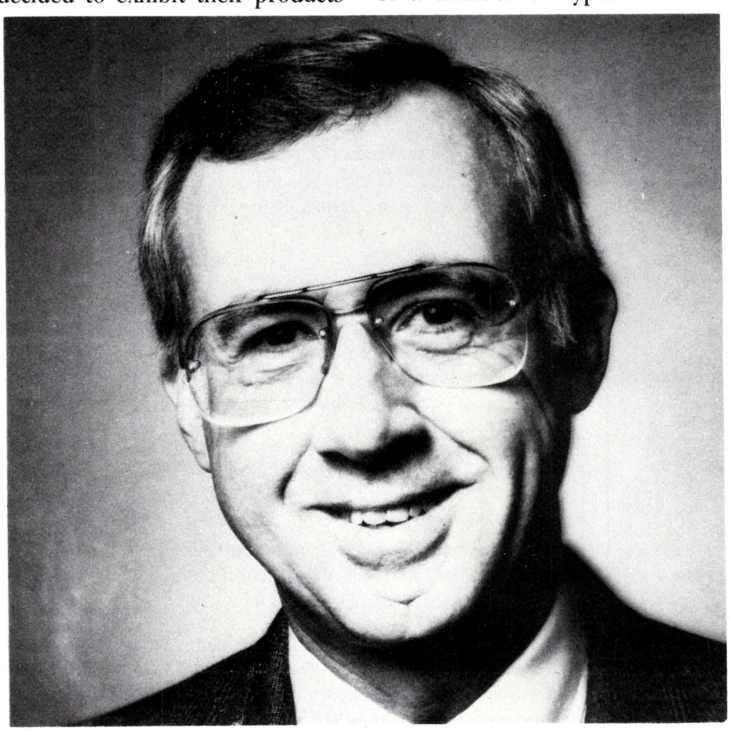
Your letter of March 11 dealing with manufacturer participation in local trade shows has been reviewed by the board of directors of AAMA. In this letter I would like to address some of your concerns.

As you indicate in your letter "manufacturers may select any market technique they deem best for their company according to economic realities of the open, competitive marketplace." AAMA believes that is a very true statement, and our association endorses the concept of free and unrestrained trade within our free market system. Within this context of free enterprise, some manufacturing firms, some of which are AAMA members and some not, have decided to exhibit their products at location trade shows. AAMA feels that this is a decision that is entirely up to the individual firms involved.

"You and Your Operator... PARTNERS for PROFIT..."

AAMA does, however, recognize the value of the traditional channel of distribution (manufacturer, distributor, operator) that has served this industry so well for many years. For that reason, the association already supports this channel by having an association presence as an exhibitor at location trade shows around the country. AAMA participated in four such shows during 1986 and two already in 1987.

Beginning with the bowling proprietors show in June, AAMA will be exhibiting only a sampling of the latest in coin-op equipment. The goal is not to have every new available game or jukebox at all of the location shows. Rather, we plan to have one pinball machine, one jukebox, perhaps two video games, and a novelty piece. The goal is to portray the entire industry in a favorable light--for the purpose of suggesting to those who don't currently have equipment that they should consider getting some and to suggest to those that have equipment that it can be an exciting and profitable part of their businesses and that they should continue to look on it as such.



Maury Ferchen

AAMA's display will carry the slogan "We Make Your Business...Look Better...Feel Better...Sound Better...Taste Better." The photograph in the display will show a super location that could be interpreted by the viewer to be any one of a number of types of locations, i.e. bowling centers, bar, etc. At the bottom of the display will be the words "You and Your Operator...-Partners for Profit."

Perhaps you know that at the recent AMOA board meeting in Reno, Nevada, AAMA extended an invitation to AMOA to provide an operator to participate in AAMA's exhibit area during future location shows. We have also asked AMOA to provide an operator to participate in panel discussions at those location shows that accept AAMA's offer to do a seminar on coin-op products.

While AAMA does not fault individual firms for seeking the methods of distribution that fit them best, the association itself believes in positive publicity and sales promotion in support of sales from manufacturers to distributors and operators.

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Bally MIDWAY™

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2-PLAYER GONDOMANIA™

Mount your airbikes and prepare to invade the land of the Gondos! Two players team up to combine skill and strategy in maneuvering their airbikes through the land of the Gondos as they destroy all that stand in their way.

Battle your way through 9 action-packed scenes. Use the loot collected during your fight to buy extra weapons. Arm your airbike for double firing power. Grenades, hatchets, deathstars and fireballs are but a few of the many weapons used to annihilate the savage Gondos!

GondoMania's unique joystick action enables the players to control the airbike in an 8-way direction while simultaneously allowing the character on the airbike to shoot in 360°.

See your local Data East distributor or contact Data East USA, Inc., 470 Needles Drive, San Jose, California 95112. (408) 286-7074.

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